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Survey of State Travel Offices 1984-1985

U.S. Travel Data Center®
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SURVEY OF STATE TRAVEL OFFICES

1984-1985

Washington, D. C.

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Supported by a grant from Travel Industry Association of America

The United States Travel Data Center is the national, non-profit center for travel and tourism research. Since its establishment in 1973, the Data Center has devoted itself to advancing the common interests of the travel industry and the public it serves by encouraging, sponsoring and conducting statistical, economic, and scientific research concerning travel, the travel industry and travel-related industries. In pursuit of this objective the Data Center gathers, analyzes, publishes and disseminates the results of such research, and cooperates with all government agencies, private industry and academic institutions with similar purposes and objectives. The Data Center is financed through publication sales, membership dues and contract research. It is located in Suite 610, 1899 L Street, N.W., Washington, D.C. 20036.

Robert E. Gall, Chairman

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PREFACE

Governments in the fifty states and a number of U.S. territories fund agencies responsible for travel promotion and development. The responsibilities, structure and resources of these offices vary widely, and their impact on the state tourism economy is in many cases quite significant. Moreover, the operations of these state travel offices have proved to be of interest to travel-related businesses, students of government, travel researchers and organizations providing services to governmental units.

The most important need for understanding the variety of state travel development programs, however, is found among the state travel directors themselves. The exchange of information on programs and operations allows directors to compares their office with others, learn of new, innovative programs and develop joint solutions to common problems. In 1973, the U.S. Travel Data Center began to survey the operations of the state and U.S. territorial travel offices. This is the twelfth annual report in this series.

This report is based upon questionnaires sent to the 49 official travel offices and the comparable agencies in Hawaii, the District of Columbia, American Samoa, Guam, the Northern Marianas Islands, Puerto Rico, and the U.S. Virgin Islands. These repsonses provide a detailed picture of the state travel office operations planned for fiscal year 1984-85. The report is designed to be comparable with earlier surveys, although not all questions are repeated every year.

Attempts have been made to clarify vague or unclear responses and to elicit replies from each of the offices. The results published herein should be viewed in this light. Questions about individual replies should be directed to the state travel office involved. However, reactions to the format of this report and to the subject matter covered should be transmitted to the U.S. Travel Data Center.

We wish to express our sincere appreciation to all state personnel who took the time to fill out a somewhat lengthy questionnaire. Their response is an excellent example of cooperation to improve communications within the travel industry, and between the industry and the public. And special thanks to Pat McMahon and Tyrone Howze of the Travel Industry Association for their time and resources in preparing the tables.

Alfreda M. Cardwell, Research Analyst, supervised this survey.

U.S. Travel Data Center
Washington, D.C.

January 1985

SUMMARY AND ANALYSIS

In June 1984, the U.S. Travel Data Center sent questionnaires to the state government travel offices in 49 states, the Washington Area Convention and Visitors Association and comparable offices in Hawaii, and five U.S. territories.

The questionnaire covered an extensive range of state travel office operations intended to meet the informational needs of the state travel directors, as well as interested private industry components. As in earlier Data Center state travel office surveys, some new questions were added, while others were dropped.

Questionnaires were returned by all state travel offices, with the exception of the U. S. Virgin Islands and Puerto Rico. However, general budget information for the U. S. Virgin Islands was obtained and is included in this report along with certain information from last year's survey.

The term "state" was used in past surveys to denote all of travel offices responding to the survey, inclusive of the U.S. territories. In this report, as in last year's, "state" will refer only to the 50 U.S. states, and reference to the territories is separate.

An attempt has been made to obtain complete answers for all items and to make this report as comprehensive as possible. In some cases, blanks occur where answers are not available from the respondents. In others, estimates are provided in lieu of actual figures by states uncertain of how funds will be allocated among programs. In most cases, however, complete answers are given, providing a detailed summary of the diversified operations of the state and territorial travel offices.

GENERAL ADMINISTRATION

Forty-nine states and five U.S. territories currently have an official government agency responsible for travel development and promotion. In Hawaii, responsibility for travel development rests with a privately run, non-profit organization: the Hawaii Visitors Bureau. The services performed and programs administered by this organization, however, are similar to those of the official state travel offices, and thus it is included in the survey. In the past, the Maine Publicity Bureau, a private, member supported non-profit trade association responded to the survey. This year the Maine Division of Tourism under the Maine State Development Office provided information on its travel development and promotion programs.

In 10 of the states, the head of the state travel office, or "state travel director," is under the state equivalent of the civil service system. Since last year, nine new directors have been appointed. There are four acting directors and no vacant positions. Of the new appointees, two had prior service with the state travel office, averaging 3.5 years. Of the four acting directors, three had prior service with the state travel office.

Overall, state travel directors have held their positions for an average of 3.5 years (50)[1], and many had also served in the travel office prior to being appointed director, producing an average length of service in the state travel office of 4.9 years (50)[2].

Forty-three travel offices report that they currently have a chief assistant to the travel director. In eight of these states, however, the position is vacant. Eight of the assistants have been appointed since last year, while the range in length of service for all assistants is from one to 25 years (35). In 22 states this person is under the state equivalent of the civil service system. In three states more than one person serve in the capacity of chief assistant.

State travel offices vary widely in the size of their staffs. Staff sizes range from 5 to 129 full-time employees, for an average of 32 (50) full-time employees per office. Thirty-four state travel offices also have part-time employees, ranging in number from one to 44 and averaging 14 per office.

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[1] The figures in parentheses represent the number of states providing information for computing the estimates of the total or mean figures. Because there are two tourist development agencies in Texas [see the response of Texas Travel and Information Division of the Department of Highways and Public Transportation (TX HWYS) on page 16 of the General Administration section for further explanation] an average of the two is used for the summary data in this section. Elsewhere in the text they are summed.

[2] The survey was conducted from mid-June of 1984 through December 1984. Since that time, there may have been changes in personnel within the state travel offices. For the name of the current incumbent in the positions identified in this report, please contact the state travel office as listed in the General Administration tables.

In 43 states, the office responsible for travel development is part of another department or agency of the state government. In most cases, this department also has responsibility for commerce and economic development. The remaining seven travel offices are independent agencies or commissions, usually reporting directly to the governor, three of which have been formed since last year.

Of the four territories and the District of Columbia, only Washington, D. C. has a new director. The average length of service for all of the directors is 4.0 years and all have spent an average of 3.8 years in the agency prior to appointment. The staff for these offices range from six to 48 full-time employees, an average of 19 person per office.

ADVERTISING

Forty-seven states have an individual, usually within the state travel office, responsible for the development of a travel advertising program. Forty-nine travel offices use private advertising agencies, which have been retained for an average of 4.0 years. In Connecticut, the advertising program is developed in-house. All of the territories have individuals responsible for the development of advertising program and retain private advertising agencies as well.

Art, design and layout of advertising materials are the responsibility of a state travel office staff member in 21 states, and two territories, while in four states, another division of state government either assists the travel office or totally handles this responsiblity.

In 47 states and three territories, groups outside the state government, such as travel-related businesses, regional travel organizations, and city convention and visitor bureaus, cooperate with the state travel office on advertising programs. Thirty-seven states offer matching funds programs for groups cooperating on advertising programs. While there are some limitations, the matching formula is generally 50-50.

In 48 states and three territories, advertising is at least partially directed toward stimulating inquiries. Forty-five states report a total of more than 8.6 million inquiries received during 1983, or an average of approximately 192,000 (45) each. Forty-eight travel offices and all of the territories have a standard fullfillment package, which is sometimes varied by ad or season of the year. Forty-seven states also survey such inquiries in an attempt to measure advertising effectiveness, often using coupon conversion studies.

BUDGET

The size of a travel office's budget is perhaps the best and most visible indicator of the amount of state resources allocated to travel promotion and development. The proposed budgets for fiscal year 1984-85 total over $189 million (50), 23 percent greater than last year's total budget allocation of $154.4 million (50). Not all states will share in budget growth this year. Forty states anticipate larger budgets than in fiscal year 1983-84. Fourteen states expect a higher than the average budget, while 11 states expect budgets lower than the average budget. One state reported no change in total funds for travel development.

Thirty-five travel offices are funded entirely by state general revenues. Other funding sources include lodging and gasoline tax receipts, hotel and restaurant license fees, membership dues, publication sales and federal grants.

Anticipated 1984-85 budgets range from a low of $562,129 in Iowa to a high of $14,400,000 in Illinois. New York has the second highest budget followed by Massachusetts and Alaska. The average state travel office budget for 1984-85 is estimated at $3,787,854 (50), up 23 percent from fiscal year 1983-84 when the average travel office spent $3,088,790 (50) for travel promotion and development. It is interesting to note that 37 states have a budget less than the mean, compared to 29 states last year.

To emphasize the geographic variation in the development of tourism promotion in the U.S., the state travel office budgets are grouped according to the Discover America travel regions indicated in the chart below. The region with the fastest growing state travel office budgets is the Great Lakes Country where total budgets grew by more than half from the previous fiscal year.

The U.S. territorial governments of American Samoa ($330,000), Guam ($2,300,000), the Marianas Islands ($924,000), and the Virgin Islands ($6,100,000) plan to spend a total of $9.7 million for travel promotion during 1984-85, an increase of 17 percent over the previous year. This growth, however, is due mostly to a substantial increase in the budget of the Guam over last year.

Region[3]	1984-85 Average Budget Per State	Percent change From 1983-84
New England	$2,607,583 (6)	25.9%
Eastern Gateway	8,798,700 (2)	16.6
George Washington Country	3,572,406 (5)	10.7
The South	4,300,847 (10)	3.2
Great Lakes Country	5,333,518 (7)	65.6
Mountain West	1,906,215 (7)	16.4
Frontier West	2,712,347 (6)	6.4
Far West	4,046,727 (7)	43.0

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3 NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. EASTERN GATEWAY: New Jersey, New York. GEORGE WASHINGTON COUNTRY: Delaware, Maryland, Pennsylvania, Virginia, West Virginia. THE SOUTH: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee. GREAT LAKES COUNTRY: Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin. MOUNTAIN WEST: Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming. FRONTIER WEST: Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas. FAR WEST: Alaska, California, Hawaii, Idaho, Nevada, Oregon, Washington.

In an attempt to provide an effective means of comparing the amount of state resources allocated to travel advertising, total anticipated advertising expenditures were ranked for 1984-85. These rankings appear in parenthesis under figures given for advertising production/media purchase beginning on page 47.

Forty-nine states report proposed 1984-85 advertising budgets totaling over $94 million or an average of $1,519,471 (49) per state. This is a 37 percent increase over the 1983-84 average advertising budget of $1,106,741 (49), greater than the increase in average budgets overall. Interestingly, this is the first year that legislators in both Illinois and California approved substantial allocations for advertising in their respective states.

The amount spent for advertising shown on a regional basis indicate that the state travel offices in the Great Lakes Country region, on the average, more than doubled advertising expenditures, well above the increase in their total budgets. The state travel offices in the Far West, Eastern Gateway, and Frontier West regions have also increased their spending on advertising by far more than the growth in their total budgets. It should be noted that such extraordinary gains in the Great Lakes Country and the Far West regions are the results of substantial increases in the advertising budgets of one state in each of the regions, namely Illinois and California, respectively.

Regions	1984-85 Advertising Budget Per State	Percent Change from 1983-84
New England	$1,338,850 (5)	24.6
Eastern Gateway	4,460,500 (2)	58.8
George Washington Country	1,152,992 (5)	12.1
The South	1,173,307 (10)	4.3
Great Lakes Country	2,690,245 (7)	154.9
Mountain West	862,401 (6)	17.8
Frontier West	739,656 (6)	22.8
Far West	1,842,382 (7)	119.9

The three territorial travel offices providing a breakdown of their budgets, report $571,067 proposed for advertising, an average increase of four percent over the 1983-84 advertising budget.

Magazines and newspapers continue to be the preferred media for state and territorial travel advertising. Forty-one states indicate they have budgeted for magazine advertising and show an average allocation of $393,835, a 30 percent increase over last year's average magazine budget of $302,770 (40). In addition, 34 states have budgeted an average of $178,307 for newspaper advertisments. This represents a 21 percent increase over the previous year.

Nineteen states plan to allocate part of their advertising budget to radio this year. On the average, these states have budgeted $440,889 each on radio advertising, more than double the average amount spent last year. Twenty-five states plan to spend an average of $1,044,556 for television advertising campaigns, 50 percent more than the average of $693,610 spent by 27 states for 1983-84.

Average expenditures for other items in 1984-85, compared to the previous year, are as follow: Total administration costs up nine percent to an average of $959,081 (44); printing and distribution up 20 percent to $448,234 (47); promotion up 20 percent to $136,832 (44); press and public relations up 20 percent to $78,809 (36); research up 37 percent to $85,254 (36); and welcome center construction and operation down 12 percent to $319,675 (31).

Additionally, state travel offices plan to spend an average of $31,703 (31) on package tour development. Twenty-one states plan to spend an average of $72,476 on solicitation of conventions, a ten percent decline from the year before. The average amount allocated for participation in travel shows grew slightly to $30,016 (39). Forty-one states plan to participate in travel shows this year and expect to attend an average of 13 shows each.

Nineteen states report foreign advertising budgets for fiscal 1984-85 averaging $73,919 each. Fifty-two percent of the aggregate amount budgeted for foreign advertising is directed to the Canadian market. Twenty-four states have foreign promotion budgets averaging $98,568 per state, and nine indicated they will have a foreign press and public relations program, with an average budget of $16,878 per state. In all, states report a total of $3,922,000 directed at the foreign visitor market, an increase of 23 percent from last year's survey. This figure, however, may be considerably understated since a number of states do not report their allocations for this market.

Two territories report a total of $304,523 for foreign advertising for fiscal 1984-85, with 50 percent of the total amount directed to the Japanese market.

GENERAL PROMOTION

Forty-nine states and four territories currently have a special travel promotion theme or slogan. In three of these states, a theme was being developed at the time of the survey. Several states actually have more than one slogan, using a specific one for different advertising media.

In-state information centers other than highway welcome centers exist in 27 states. Fifteen of these states have centers in more than one city.

Ten states report operating a total of 14 out-of-state information centers. The centers are mainly located in New York City, Chicago, and Washington, D.C. In addition, 19 states operate information centers outside the U.S., primarily in Japan, Belgium, Canada, and West Germany.

Two territories report operating information centers in the United States and Puerito Rico.

Thirty-two states have one or more toll-free telephone numbers for travel information inquiries. Of those states with two or more numbers, one number is designated for in-state inquiries and another for out-of-state inquiries. Four states provide toll-free numbers for special information, such as ski, fishing, and snow conditions, and special promotions.

State travel conferences were reported by 40 states during 1984, sometimes co-sponsored with other groups. These conferences are concentrated primarly in the spring and fall and usually run from one to three days. Guam is the only territory to report holding a travel conference during 1984.

PRESS AND PUBLIC RELATIONS

All fifty state travel offices and two territorial travel offices have a public relations or press information officer. In 38 states, this person is employed directly by the state travel office.

Most state and territorial travel offices indicate that they direct the majority of their publicity to out-of-state audiences. The majority also publish a travel-related newsletter, usually monthly or quarterly, and in most cases it is distributed to the general public.

During 1983, 44 states and two territories conducted press or travel writer tours. Forty-five states and two territories planned such tours in 1984. The number of tours range from two to 100 and average approximately 13 per state.

RESEARCH

One or more staff members are currently assigned to travel research in 40 states. In 16 of these travel offices this is a full-time responsibility.

University or college faculty members conduct research for 21 of the state travel offices. In 11 states, an employee of another state government agency conducts research for the travel office. Twenty-seven states retained private research organizations during the previous 12 months and spent an average of $50,456 (21) each on such research.

Forty-eight states and two territories report having a continuing travel data gathering program. These programs usually involve counts and surveys of welcome center visitation and/or motor vehicle counts, collection of data on travel-related business receipts, and visitation at state facilities and private attractions.

A travel development policy statement or plan exists in 28 states, and two territories. In four other states, it is currently being developed.

Respondents were asked to indicate the major problems facing tourism development in their respective states. The concerns of most of the state travel directors were in the areas of tourism marketing, budgetary contraints, economic conditions, and competition--foreign and domestic.

PACKAGE TOURS

Forty-five states and one territory now have programs devoted to package tour development. Eighteen states published and distributed state package tour catalogs during 1983, which contained a total of 1,894 tours or an averge of 117 packages per state (16).

Familiarization tours for tour operators and travel agents were hosted by 40 states and three territories during fiscal year 1983-84. Forty-eight states and three territories plan to host such tours this year.

Thirty-seven travel offices and one territorial travel office report that part of their budget is allocated for the development and promotion of package tours in their state. In addition, 39 states indicate that a member of their travel office staff has been assigned to tour packaging.

COMPARATIVE SUMMARY

The table on page 11 summarizes certain characteristics of state travel offices over the last three fiscal years. The numbers in parentheses indicate the number of states and territories providing the relevant data in each case.

The total state travel office budget in the average state grew 23 percent in fiscal 1984-85 over fiscal 1983-84, compared to 21 percent increase in fiscal 1983-84 over 1982-83.

Most of this increase was directed toward advertising as these outlays grew 37 percent over 1983-84, following a 34 percent increase from the year before. Additionally, the typical state advertising budget comprised a 39 percent share of the total, four percentage points higher than 1983-84 and seven percentage points over 1982-83, when it was 32 percent. The average printing and distribution budget grew 15 percent, less than the 18 percent increase of the previous year.

The term of the state travel director grew to an average of 3.5 years as seven new directors were appointed during this time compared to 18 of the previous year.

Finally, the average size of the state travel office's full-time staff has remained relatively unchanged over the last three fiscal years, employing approximately 32 persons per office.

AVERAGE CHARACTERISTICS OF U.S. STATE TRAVEL OFFICES, 1982-85

	1985-84	1984-83	1983-82
Average total budget	$3,787,854 (50)	$3,088,790 (50)	$2,546,900 (50)
Average total advertising budget	$1,519,471 (49)	$1,106,741 (49)	$859,500 (47)
Average printing/ distribution budget	$448,234 (47)	$390,660 (45)	$332,400 (48)
Average term of director	3.5 years (50)	3.1 years (50)	4.1 years (50)
Average size of staff	32 persons (50)	31 persons (50)	30 persons (50)

GENERAL ADMINISTRATION

State	1. State Agency Responsible for Travel Development	2. Breakdown and Size of State Travel Office Staff	Full-time	Part-time	3. State Travel Director	4. Length of Service as Director	5. Service in Agency	6. Under Civil Service?
AL	Alabama Bureau of Tourism & Travel 532 S. Perry St. Montgomery, AL 36104-4614 205/261-4169	Prof./Mgmt. Cler./Sec. Welcome Center Laborers TOTAL	9 17 31 3 60	 3 3	Ed Hall Director	1 year 6 months	1 year 6 months	No*
AK	Alaska Division of Tourism Pouch E Juneau, AK 99811 9067/465-2010	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	8 8 1 17	 2 3 5	Don Dickey Director	3 years 6 months	3 years 6 months	No
AZ	Arizona Office of Tourism 1480 E. Bethany Home Road Phoenix, AZ 85014 602/255-3618	Prof./Mgmt. Cler./Sec. TOTAL	8 6 14		J. Phillip Keene III Director	1 year 7 months	1 year 7 months	No
AR	Arkansas Dept. of Parks & Tourism One Capitol Mall Little Rock, AR 72201 501/371-1087	Prof./Mgmt. Cler./Sec. Welcome Center Other TOTAL	8 13 35 9 65		Mike Mills Director	2 years	2 years	No
CA	Office of Tourism 1121 L Street - Suite 103 Secramento, CA 95814 916/322-1396	Prof./Mgmt. Cler./Sec. Welcome Center Other TOTAL	4 2 2 2 10	 1 1	Flo Snyder Director	1 year 2 months	1 year 2 months	No
CO	Colorado Tourism Board 5500 S. Syracuse St., #267 Englewood, CO 80111 303/779-1067	Prof./Mgmt. Cler./Sec. TOTAL	5 3 8		Ben Hart Director	1 year 2 months	1 year 2 months	No
CT	Connecticut Dept. of Economic Development Tourism Division 210 Washington St. Hartford, CT 06106 203/566-2496	Prof./Mgmt. Sales Cler./Sec. Welcome Center TOTAL	3 1 4 8	 28 28	Barnett D. Laschever Director	10 years 7 months	10 years 7 months	Yes
DE	Delaware State Travel Service Delaware Dev. Office 99 Kings Highway P. O. Box 1401 Dover, DE 19903 302/736-4254	Prof./Mgmt. Cler./Sec. TOTAL	3 4 7		Catherine Wheeler Acting Assistant Director	7 months	5 years	No
DC	Washington Convention & Visitors Association 1575 Eye Street, NW Suite 250 202/789-7000	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	2 3 1 6		Marie Levin Tibor Director	6 Months	2 years	No
FL	Florida Div. of Tourism Collins Building Tallahassee, FL 32301 904/488-5606	Prof./Mgmt. Sales Cler./Sec. Welcome Center TOTAL	23 23 21 48 115	2 2 4 8	Dean Gaiser Director	1 year 3 months	1 year 11 months	No
GA	Georgia Dept. of Industry & Trade Tourist Division 1400 N. Omni Intl. P. O. Box 1776 Atlanta, GA 30301 404/656-3545	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	15 15 99 129		Hanne Ledford Director	1 year 6 months	1 year 6 months	Yes
HI	Hawaii Visitors Bureau 2270 Kalakaua Avenue Suite 801 Honolulu, HI 96815	Prof./Mgmt. Sales Cler./Sec. TOTAL	26 4 46 76		Stanley Hong President	6 months	6 months	No

State	1. State Agency Responsible for Travel Development	2. Breakdown and Size of State Travel Office Staff	Full-time	Part-time	3. State Travel Director	4. Length of Service as Director	5. Service in Agency	6. Under Civil Service?
ID	Division of Economic & Community Affairs Idaho Travel Council Room 108, Capitol Bldg. Boise, ID 83720 208/334-2470	Prof./Mgmt. Cler./Sec. TOTAL	2 2 4		Ralph McMullen Director	2 months	2 months	Yes
IL	Illinois Office of Tourism Dept. of Commerce & Community Affairs 310 S. Michigan Ave. Chicago, IL 60604 312/793-4732	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	15 9 24	 15 15	Lynda Simon Managing Director	3 years	3 years	Yes
IN	Indiana Tourism Development Division Indiana Commerce Center One North Capitol #700 Indianapolis, IN 46204 317/232-8860	Prof./Mgmt. Cler./Sec. Summer Intern TOTAL	5 2 7	 1 1	Jan Diggins Director	4 years	7 years	No
IA	Tourism & Travel Iowa Development Commission Capitol Center 600 E. Court Ave., Suite A Des Moines, IA 50309 515/281-3100	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	3 1 4	 15 15	Paul L. Comer, Jr. Director	1 year 7 months	9 years 2 months	No
KS	Kansas Dept. of Economic Development 503 Kansas Ave., 6th Floor Topeka, KS 66603 913/296-2009	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	5 4 7 16	1 1 4 6	Cathy L. Kruzic Director	3 years	3 years	No
KY	Department of Travel Development Capital Plaza Tower 22nd Floor Frankfort, KY 40601 502/564-4930	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	16 15 11 42	 5 5	Dr. Robert N. Davis Commissioner	1 year 6 months	1 year 6 months	No
LA	Louisiana Office of Tourism P. O. Box 44291 Baton Rouge, LA 70804 504/925-3850	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	13 7 40 60	 16 16	Bob LeBlanc Assistant Secretary	8 years	8 years	No
ME	Maine Division of Tourism 189 State Street Augusta, ME 04333 207/623-5710	Prof./Mgmt. Cler./Sec. TOTAL	4 1 5		Wanda E. Plumer Director	2 years	5 years	No
MD	Maryland Office of Tourist Development 45 Calvert St. Annapolis, MD 21401 301/269-2686	Prof./Mgmt. Cler./Sec. Other TOTAL	7 4 11	 3 2 5	Kurt P. Alverson Director	3 years 6 months	3 years 6 months	No
MA	Dept. of Commerce & Development Division of Tourism 100 Cambridge St. Boston, MA 02202 617/727-3201	Prof./Mgmt. Cler./Sec. Welcome Center Other TOTAL	4 4 6 2 16	 3 3	Richard P. Rust Deputy Commissioner	4 months	4 months	No
MI	Travel Bureau Michigan Dept. of Commerce P. O. Box 30226 Lansing, MI 48909 517/373-0670	Prof./Mgmt. Sales Cler./Sec. TOTAL	14 3 11 28	 13 13	John Savich Director	4 months	4 months	Yes

State	1. State Agency Responsible for Travel Development	2. Breakdown and Size of State Travel Office Staff	Full-time	Part-time	3. State Travel Director	4. Length of Service as Director	5. Service in Agency	6. Under Civil Service?
MN	Dept. of Energy & Economic Development Office of Tourism 419. N. Robert St. 240 Bremer Bldg. St. Paul, MN 55101 612/296-2755	Prof./Mgmt. Cler./Sec. TOTAL	16 11 27	 10 10	Hank Todd Director	6 years	11 years	No
MS	Dept. of Economic Development Tourism Division P. O. Box 849 Jackson, MS 39205 601/359-3418	Prof./Mgmt. Sales Cler./Sec. Welcome Center TOTAL	2 7 5 33 47		Al Elmore Acting Director	6 months	4 years	No
MO	Missouri Div. of Tourism Truman Building P.O. Box 1055 Jefferson City, MO 65102 314/751-4133	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	9 5 18 32	 15 15	Marjorie Beenders Director	2 years	2 years	No
MT	Travel Promotion Bureau Dept. of Commerce Helena, MT 59620-0411 406/449-2654	Prof./Mgmt. Cler./Sec. TOTAL	6 5 11		John L. Wilson Travel Director	5 years 1 month	5 years 1 month	Yes
NE	Division of Travel & Tourism Dept. of Economic Dev. 301 Centennial Mall South P. O. Box 94666 Lincoln, NE 68509 402/471-3111	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	4 3 1 8	 36 36	Peggy Briggs Acting Director	3 months	2 years	No
NV	Commission on Tourism Capital Complex Carson City, NV 89710 702/885-4322	Prof./Mgmt. Cler./Sec. TOTAL	6 5 11	 3 3	Stephen B. Richer Director of Tourism	1 year 7 months	1 year 7 months	No
NH	New Hampshire Office of Vacation Travel Dept. of Resources & Economic Development Prescott Park, Bldg. #2 105 Loudon Road P. O. Box 856 Concord, NH 03301 603/271-2343	Prof./Mgmt. Cler./Sec. Other TOTAL	3 2 1 6		Michael Power Travel Director	2 years 5 months	2 years 5 months	Yes
NJ	Division of Travel & Tourism CN 826 Trenton, NJ 08625 609/292-2470	Prof./Mgmt. Cler./Sec. Welcome Center Other TOTAL	6 5 11 11	 25 25	Victoria D. Schmidt Director	2 years 2 months	2 years 2 months	No
NM	New Mexico Economic Dev. & Tourism Dept. Bataan Memorial Bldg. Santa Fe, NM 87503 505/827-6230	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	4 4 11 19	 7 7	E. E. "Gene" Strahan Assistant Secretary for Tourism & Travel	1 year	1 year	No
NY	Division of Tourism New York State Commerce Department One Commerce Plaza Albany, NY 12245 518/473-0715	Prof./Mgmt. Sales Cler./Sec. TOTAL	14 11 11 32		Linda Fisher Deputy Commissioner of Tourism	1 year 10 months	1 year 10 months	No
NC	Division of Travel & Tourism North Carolina Dept. of Commerce 430 N. Salisbury St. Raleigh, NC 27611 919/733-4171	Welcome Center Cler./Sec. Prof./Mgmt. TOTAL	35 5 10 50	 8 8	Charles Heatherly Director	3 years	15 years	No

State	1. State Agency Responsible for Travel Development	2. Breakdown and Size of State Travel Office Staff	Full-time	Part-time	3. State Travel Director	4. Length of Service as Director	5. Service in Agency	6. Under Civil Service?
ND	North Dakota Tourism Promotion Capital Grounds Bismark, ND 58505 701/224-2525	Prof./Mgmt. Cler./Sec. Welcome Center Other TOTAL	3 2 2 ?	 16 16	Mike Foster Tourism Director	3 years 3 months	3 years 3 months	No
OH	Office of Travel & Tourism Ohio Dept. of Development P. O. Box 1001 Columbus, OH 43216 614/466-8844Gov./	Prof./Mgmt. Sales Cler./Sec. PR Industry Dist. Technician TOTAL	5 2 3 2 1 2 15		Marilyn J. Tomasi Director	1 year 2 months	1 year 2 months	No
OK	Oklahoma Tourism & Recreation Dept. Div. of Mktg. Services 505 Will Rogers Bldg. Oklahoma City, OK 73105 405/521-2406	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	18 13 23 54	 3 20 23	Eugene Dilbeck Director	3 years	7 years 1 month	No
OR	Tourism Division Economic Development Dept. 595 Cottage St., NE Salem, OR 97310 503/378-6309	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	3 4 7	 1 11 12	W. D. Taylor Director	3 Months	3 Months	No
PA	Bureau of Travel Dev. PA Dept. of Commerce Forum Bldg. Harrisburg, PA 17120 717/787-5453	Prof./Mgmt. Sales Welcome Center TOTAL	7 7 24 38		Chris Umbie Director	4 months	5 years	No
RI	Dept. of Economic Dev. 7 Jackson Walkway Providence, RI 02903 401/277-2601 TOTAL	Prof./Mgmt. Cler./Sec. Welcome Center Other	7 2 1 10	 4 4	David C. DePetrillio Director	2 years	12 years	No
SC	South Carolina Dept. of Parks, Recr. & Tourism Division of Tourism 1205 Pendleton St., #113 Columbia, SC 29201 803/758-2536	Prof./Mgmt. Cler./Sec. Welcome Center Sales Other TOTAL	25 8 34 8 75	 18 7 25	Robert G. Liming Director	5 years 6 months	5 years 6 months	Yes
SD	South Dakota Dept. of State Development 711 Wells Ave., Box 600 Pierre, SD 57501 605/773-3301	Prof./Mgmt. Sales Cler./Sec. Welcome Center TOTAL	10 3 3 16	2 5 37 44	Susan Edwards Director	3 years 7 months	3 years 7 months	No
TN	Tennessee Dept. of Tourist Development 601 Broadway Nashville, TN 37203 615/741-2158	Prof./Mgmt. Sales Clerical Welcome TOTAL	17 3 26 80 126	 30 30	John A. Wade Commissioner	1 year 7 months	1 year 7 months	No
TX HWYS	Dept. of Highways & Public Transportation Travel & Information Division 11th & Brazos Streets Austin, TX 78701 512/475-2878	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	10 5 60 75		Tom H. Taylor Director	24 years	39 years	No
TX TOUR	Texas Tourist Development Agency Box 12008 Capitol Station Austin, TX 78711 512/475-4326	Prof./Mgmt. Cler./Sec. TOTAL	7 5 12		Frank Hildebrand Executive Director	21 years	21 years	No
UT	Division of Travel Development Council Hall/Capital Hill Salt Lake City, UT 84114 801/533-5681	Prof./Mgmt. Other TOTAL	8 6 14	 5 5	James Braden Director	1 year 6 months	1 year 6 months	No

State	1. State Agency Responsible for Travel Development	2. Breakdown and Size of State Travel Office Staff	Full-time	Part-time	3. State Travel Director	4. Length of Service as Director	5. Service in Agency	6. Under Civil Service?
VT	Agency of Development & Community Affairs Vermont Travel Division 134 State Street Montpelier, VT 05602 802/828-3236	Prof./Mgmt. Cler./Sc. Welcome Center TOTAL	6 5 7 18	 1 4 5	Donald A. Lyons Director	22 years 6 months	22 years 6 months	Yes
VA	Virginia Division of Tourism 202 N. 9th St., Suite 500 Richmond, VA 23219 804/786-2051	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	11 15 35 61	 5 18 23	Margaret Lesniak Acting Director	6 months	9 years	No
WA	Washington Dept. of Commerce & Economic Dev. Tourism Development Div. 101 General Administration Bldg. Olympia, WA 98504 206/753-5600	Prof./Mgmt. Cler./Sec. TOTAL	10 5 15		Leslie Sluman Director of Tourism	1 year 4 months	1 year 4 months	No
WV	Governor's Office of Economic & Community Development Travel Development Division Room B-564, Capitol Bldg. Charleston, WV 25305 304/348-2286	Prof./Mgmt. Marketing Cler./Sec. Welcome Center Tour Guides TOTAL	3 5 5 18 1 32	 15 2 17	Joseph P. Fowler Director	8 years	8 years	Yes
WI	Division of Tourism Dept. of Development 123 W. Washington Ave. Madison, WI 53702 608/266-2147	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	9 1 12 22	2 28 30	Milton A. Strauss Administrator	1 year 4 months	6 years	No
WY	Wyoming Travel Commission Frank Norris Jr. Travel Center Cheyenne, WY 82002 307/777-7777	Prof./Mgmt. Cler./Sec. Welcome Center Other TOTAL	6 4 1 1 12	 1 1 2	Randall A. Wagner Director	7 years	12 years 3 months	No
AS	Economic Development & Planning/Tourism Office American Samoa Govt. P. O. Box 1147 Pago Pago, AS 96799 633-5187 or 5188	Prof./Mgmt. Cler./Sec. Other TOTAL	3 2 2 7		Joseph M. Pereira Director	9 years	4 years	No
GU	Guam Visitors Bureau P. O. Box 3520 1220 Pale San Vitores Road Tamuning, GU 96911 (671) 646-5278/9 Telex: GUAMTUR GM	Prof./Mgmt. Sales Cler./Sec. Other TOTAL	2 3 2 7 14		Gordon W. Tydingco General Manager	1 year 6 months	1 year 6 months	No
CM	Marianas Visitors Bureau P. O. Box 861 Saipan, CM 96950 67325/27	Prof./Mgmt. Promo. Cler./Sec. Other TOTAL	2 2 3 11 18	 1 4 5	J. M. Guerrero Managing Director	8 years	8 years	No
VI	Division of Tourism P. O. Box 6500 St. Thomas, VI 00801 809/774-8784	Prof./Mgmt. Sales Cler./Sec. Welcome Center Other TOTAL	3 10 5 25 5 48		Leona Bryant Director	1 year	3 years 6 months	No

State	7. Chief Assistant to Travel Director	8. Period of Service as Assistant	9. Assistant Under Civil Service	10. Rest of Staff Under Civil Service?	11. Name of Department or Agency of Which State Travel Office is a Part	12. Additional Comments
AL	William Armistead Administrative Assistant	3 years	Yes	Yes	None**	*Cabinet level position; appointed by the governor. **The Bureau of Tourism & Travel is an independent state agency. It is not under any other state agency.
AK	Terry Miller Deputy Director	10 years	No	Yes	Dept. of Commerce & Economic Development	
AZ	Ida Jones	8 months	No	No	None	
AR	Jack Quail Assistant Tourism Director	1 year 3 months	No	No	Arkansas Dept. of Parks & Tourism	There are five individual divisions, is under a 13 member commission. History, Great River Road & Museum Services each have separate commissions. Each division has a director, and the director of parks and tourism is a member of the Governor's Cabinet. Appropriations are made at the department level with each division receiving a line item allocation of the total.
CA	Diane Donlan	11 months	No	Yes	Department of Commerce	
CO	Rich Meredith	4 months	No	Yes	Dept. of Local Affairs	The director of the Office of Tourism is responsible for the creation (by staff) and administration of phases of tourism advertising, publicity & public relations. The tourism board, a non-paid industry group, is responsible for policy. This is a 7-person board.
CT	Charles Norwood Public Information Supervisor	13 years 7 months	Yes	Yes	Connecticut Dept. of Economic Development	Assists director as staff secretary of Governor's Vacation Travel Council and Municipal Tourism District Directors Organization and Committee for the Restoration of Historic Assets in Connecticut. Assists director with various projects. Handles requests for special info. & correspondence with public, press & travel writers. Organizes & conducts occasional 1-person fam tours. Also works as research assistant, compiling information for updating of current literature and for creation of new tourism publications. Occasionally assists newly-appointed Director of CT Film Commission.
DE	None	NA	NA	No*	Delaware Development Office	*Secretarial/clerical only are under civil service
FL	Rene W. Weitl	9 months	No	Yes	Florida Dept. of Commerce	
GA	Vacant	NA	Yes	Yes	Georgia Dept. of Industry & Trade	The Dept. of Industry & Trade includes divisions that promote economic development through tourism, film location, industrial dev. and intnl. trade.

State	7. Chief Assistant to Travel Director	8. Period of Service as Assistant	9. Assistant Under Civil Service	10. Rest of Staff Under Civil Service?	11. Name of Department or Agency of Which State Travel Office is a Part	12. Additional Comments
HI	Eugene T. Cotter Senior Vice President	2 years 7 months	No	No	Dept. of Planning & Economic Development	Hawaii Visitors Bureau is a private, nonprofit co. under Marketing contract which is responsible for all state tourism promotion.
ID	None	NA	NA	Yes	Economic & Community Affairs	
IL	Susan Jacobs Patricia Marriott	2 years 3 months	Yes Yes	Yes Yes	Dept. of Commerce & Community Affairs Dept. of Commerce & Community Affairs	
IN	Elaine Ervin Deputy Director	1 year	No	No	Indiana Dept. of Commerce	
IA	David Kjolhede Marketing Manager	7 years 2 months	No	Clerical Staff only	Iowa Development Commission	The Tourism and Travel Division is one division in the state's Economic Development Agency. A board of 11 commissioners, appointed by the governor, sets policy for the whole agency and has final approval over any programs the agency may wish to undertake.
KS	Mary Ellen Reese Assistant Director	3 years	Yes	Yes	Kansas Dept. of Economic Development	
KY	Mimi Lewis Executive Assistant	6 months	Yes	Yes*	Tourism Cabinet	*Except for 4 non-merit employees all employees in the department are covered by state merit system which which is equivalent to civil service.
LA	Will G. Mangham Deputy Asst. Secretary	20 years	Yes	Yes	Dept. of Culture, Recreation & Tourism	
ME	None	NA	NA	NA	Maine State Development Office/Executive Department	
MD	Charles Lehmann Assistant Director	2 years	No	Yes	Dept. of Economic & Community Development	
MA	Vacant	NA	Yes	No	Dept. of Commerce & Development	
MI	Hal Dittenber	7 months	Yes	Yes	Michigan Dept. of Commerce	
MN	Ginger Sisco	2 years	Yes	Yes	Dept. of Energy & Economic Development	
MS	Al Elmore	4 years	Yes	Yes	Dept. of Economic Development	
MO	None *	NA	NA	NA	NA	Assistant Director's position was abolished by the Commission due to budget limitations.
MT	NA	NA	No	No	Montana Promotion Division Department of Commerce	

State	7. Chief Assistant to Travel Director	8. Period of Service as Assistant	9. Assistant Under Civil Service	10. Rest of Staff Under Civil Service?	11. Name of Department or Agency of Which State Travel Office is a Part	12. Additional Comments
NE	None	NA	NA	No	Nebraska Department of Economic Development	
NV	Barbara Klein Marketing Director	1 year 7 months	No	*	Commission on Tourism	*Professional positions unclassified, clerical positions classified.
NH	Pat van Vliet Admin. Supervisor	2 years	Yes	Yes	Division of Economic Development	
NJ	Lois G. Rand Deputy Director	7 years	Yes	Yes	New Jersey Dept. of Commerce & Economic Development	Tourism in New Jersey was upgraded to division level (subcabinet) by a 1977 statute, creating the new position of state travel director.
	Charles E. Geter Chief Assistant	5 months	No	Yes	New Jersey Dept. of Commerce & Economic Development	
NM	Mary Critz Administrative Secretary	2 years	Yes	Yes*	New Mexico Economic Development & Tourism Dept.	A reorganization effective July 1, 1985 split off Economic Dev. and Tourism promotion functions from other regulatory functions. There are no divisions in the new dept. 2 programs report to the asst. secretary for tourism & travel: Tourism Consumer Servcs. and Tours & Meetings. Fifteen staff members are under civil service -- four are not.
NY	Linda Fisher	1 year	Yes	Yes	Dept. of Commerce	
NC	Don McLean	6 months	No	Yes	North Carolina Dept. of Commerce	
ND	Terry Harzinski Assistant Director	7 years	Yes	Yes	North Dakota Economic Development Commission	
OH	Rick Adams	1 year	No	Yes *	Ohio Dept. of Development	* only clerical & support staff
OK	Vacant	NA	No	Yes	State Tourism & Recreation Dept.	The department is organized into 5 divisions: Mktg. Services; Lodges; State Parks; Planning & Development; and Administrative Services. Abe Hesser is the Exec. Dir. of the dept. The total no. of authorized employees is 944.
OR	Frank P. Howard Information Services Manager	10 years 8 months	Yes	Yes	Economic Development Dept.	
PA	Vacant	NA	No	No	Pennsylvania Dept. of Commerce	
RI	None	NA	NA	No*	Rhode Island Dept. of Economic Development	*clerical only
SC	Peggy Smith Assistant Director	1 month	Yes	Yes	South Carolina Dept. of Parks, Recreation & Tourism	State employees are not under civil service as such. They do have job protection to the extent that after a 6-month probation period, dismissal must be with cause. Certain procedures have to be followed, and an employee who has been dismissed can appeal.

State	7. Chief Assistant to Travel Director	8. Period of Service as Assistant	9. Assistant Under Civil Service	10. Rest of Staff Under Civil Service?	11. Name of Department or Agency of Which State Travel Office is a Part	12. Additional Comments
SD	Vacant		No	Yes	Department of State Development	Dept. reorganization transfers tourism division into dept. of state development, July 1, 1985.
TN	Thomas G. Lightsey Assistant Commissioner Anne McNeal Assistant Commissioner	1 year 6 months 10 months	No No	Yes Yes	*The Dept. of Tourist Development is a cabinet level dept.	*The state travel director is a commissioner. His assistants are: director/welcome centers, and administrative assistant. Every employee below the title of asst. commissioner, except the budget officer, administrative assistant, and the commissioner's secratary is under civil service. The asst. commissioners & directors of welcome centers are included under management.
TX HWYS	Willis Albarado Director, Travel Services	25 years	No	No	State Dept. of Highways & Public Transportation	The Texas travel & tourism program is shared by 2 separate, complimentary state offices. The State Dept. of Hwys. & Public Trans. is responsible for operating the state's 12 hwy. tourist bureaus, production of the state's family of printed travel literature, production of hwy. travel info. exhibit (Info-Boards) located in 103 hwy. rest areas, production-distribution of travel-oriented audio visuals, & compilation-publication of the state's annual survey of auto visitors.
TX TOUR	John Spragins Director of Programs	14 years	No	No	None	Travel development responsibilities are divided between this agency & the State Dept. of Hwys. and Public Trans. Our major responsibility is marketing while Texas Hwys. is the supply arm through its collateral program & tourist bureau operation.
UT	Ann King Assistant Director Industry Development	2 years 6 months	No	Yes	Dept. of Community & & Economic Development	
VT	J. Gregory Gerdel	3 years 6 months	Yes	Yes	Agency of Development & Community Affairs	
VA	Vacant Assistant Commissioner		No	No	Dept. of Conservation & Economic Development	Our Board of Conservation & Economic Development determines our policies and our Travel Advisory Committee is responsible for advice.
WA	Barbara Brooner Assistant Director	1 month	Yes	Yes	Washington State Dept. of Commerce & Economic Dev.	
WV	Carolyn Ketchum Chief, Information Services	2 years	Yes	Yes	Governor's Office of Economic & Community Dev.	
WI	Rae Van Wyhe Director	1 year 6 months	Yes	Yes	Dept. of Development	
WY	Clyde R. Douglass Assistant Director	7 years	No	No	None*	*We are a separate agency within the exec. branch. We have a 5 member public board of Commissioners appointed by the Governor.

Stat	7. Chief Assistant to Travel Director	8. Period of Service as Assistant	9. Assistant Under Civil Service	10. Rest of Staff Under Civil Service?	11. Name of Department or Agency of Which State Travel Office Is a Part	12. Additional Comments
AS	Lewis Wolman Manager	6 months	No	Yes	Economic Development & Planning Office	Office of Tourism came under the mgmt. of the Office of Economic Development & Planning. Directorship of Joseph Pereira since 1980.
CM	Bennet Seman Asst. Managing Director	1 year 6 months	No	No	None	Through the enabling legislation, the general responsibility of the Marianas Visitors Bureau rest in hands of 9 Board of Directors; 5 appointed by the Governor and 4 elected from the general membership. They in turn hired the managing director who oversees the day-to-day affairs of the bureau and reports to the board on their monthly meetings.
GU	Vacant Deputy Manager	NA	NA	No	None	Other employees consist of: administrative asst, executive secretary, community development programs coordinator, special projects coordinator, visitor services officer, membership officer, publicity specialist, research specialist, travel industry relations officer, administrative aide, promotion specialist & general manager, deputy manager & e promotions specialist at our Japan office.
VI	John McCleverty Assistant Director of Tourism	3 years	Yes	Yes	Dept. of Commerce	John McCleverty also serves as manager of Cruise Ship Activities & special promotions. A position he has held for the past 6 years.
	Janet Foster Assistant Director of Tourism	2 years	No	No		

ADVERTISING

State	1. Individual Responsible for Development of Travel Advertising Program	2. Current Advertising Agency	3. Years Retained	4. Staff Member Responsible for Art, Design and Layout?	5. Other Division of State Government Which Does This?	6. Other Groups Which Cooperate on Advertising Programs
AL	Duncen Black Contracted Ad Agent	Cunningham, Black & Farley Advertising 60 Commerce St. Suite 1204 Montgomery, AL 36104	2	No	None	Travel-related businesses, regional travel organizations, city convention & visitors bureaus, chambers of commerce, Alabama Hotel & Motel Assoc.
AK	Mary Klugerz Director of Marketing (Development Specialist)	Foote, Cone and Belding/ Honig P. O. Box 3163 San Francisco, CA 94119	3	Yes (Director of Marketing)	None	Members of the private sector of Alaska's visitor industry known as Alaska Visitors Assoc. Marketing Council.
AZ	Abe Baum Director of Advertising/ Promotion	Owens & Associates 2600 N. Central Phoenix, AZ 85004	2	No	None	Regional travel organizations, city convention & visitors bureaus.
AR	Mike Mills Director	The Woods Bros. Agency 1001 W. Markham Little Rock, AR 72201	6	Yes	None	Travel-related businesses, regional travel organizations, city convention & visitors bureaus, council of Ozarks Governors.
CA	Ian Campbell Director - Marketing & Communications Department of Commerce	Keye, Donna Pearlstein 11080 Olympic Road Los Angeles, CA 90064	2 months	No	None	Travel-related businesses, city convention & visitors bureaus.
CO	Ben Hart Director	Tracy-Locke/BBD+O 7503 Marin Dr. Englewood, CO 80111	2	No	None	Travel-related businesses, city convention & visitors bureaus, Dude Ranch Assoc., councils of governments.
CT	Anthony A. Davenport Director of Communications	In-house	NA	Yes (Director of Communications)	None	Travel-related businesses, regional travel organizations, city convention & visitors bureaus.
DE	Catherine Wheeler	Lyons Studios 200 W. 9th St. Wilmington, DE 19801	3	No	None	Travel-related businesses, regional travel organizations, city convention & visitors bureaus.
DC	None	None	NA	No	None	Travel-related business, Hotel Association, Attractions Association
FL	Rene W. Weitl Assistant Director	Mike Sloan, Inc. 101 15th Road, SW Miami, FL 33129	6	No	None	Travel-related businesses.
GA	Gary Womack Advertising Manager Georgia Tourist Division, Georgia Department of Industry & Trade	Pringle, Dixon, & Pringle Advertising & PR Suite 1910 Tower Place 3340 Peachtree Street Atlanta, GA 30026	4 months	No	None	Georgia Department of Natural Resources works jointly with Tourist Division on some projects.
HI	Eugene T. Cotter Sr. Vice President of Marketing	Milici/Valenti Advertising, Inc. 700 Bishop St. Honolulu, HI 96813	14	No	None	Travel-related businesses
ID	Ralph McMullen Director	W. R. Drake Boise, ID	3	Yes (State Travel Director)	None	Travel-related businesses, Regional Travel Organizations, City Convention/Visitors Bureaus, Chambers of Commerce

State	1. Individual Responsible for Development of Travel Advertising Program	2. Current Advertising Agency	3. Years Retained	4. Staff Member Responsible for Art, Design and Layout?	5. Other Division of State Government Which Does This?	6. Other Groups Which Cooperate on Advertising Programs
IL	Lynda Simon Managing Director	Zechman & Associates	Currently	L. Simon	None	Regional Councils, Illinois Hotel/Motel Assoc., Convention & Visitors Bureaus, Private sector organizations
IN	Jan Diggins Director	The Carlson Co. 9292 N. Meridian St. #100 Indianapolis, IN 46260	3 Years 6 months	No	NA	Assoc. of Indiana Convention & Visitors Bureaus, Tourism Industry, private sector, Indiana Manufactured Housing, Association RV Division, Indiana Hotel - Motel Association
IA	Paul Comer, Jr.	Creswell, Munsell, Fultz & Zirbel 600 East Court Ave. Des Moines, IA 50311	7	No	None	Individual Attractions and Convention & Visitors Bureaus
KS	Cathy L. Kruzic Director	Simon Advertising/Art 822 W. 6th Topeka, KS 66603 Associated Advertising 4601 E. Douglas Wichita, KS 67218	3 3	Yes (Director)	None	Kansas Assoc. of Broadcasters, Kansas Press Assoc., convention & visitors bureaus, Travel Industry Association of Kansas (TIAK), travel-related businesses, state tourism regions (5).
KY	Charles E. Smoot Director Marketing & Advertising	Doe-Anderson Advertising Agency 225 E. Broadway Louisville, KY 40220	4	No	Dept. of the Arts	Travel-related businesses, regional travel organizations, city convention & visitors bureaus
LA	Dennis Bryant Advertising & Publicity Manager	The Rub Group 628 North Boulevard Baton Rouge, LA 70804	1	No	None	Regional travel organizations, city convention & visitor bureaus, nonprofit organizations
ME	Wanda E. Plumer Director	Marketing Group 1 Canal Plaza Portland, ME	1 month	No	None	Travel-related businesses, regional-travel organizations, city convention & visitor bureaus, chambers of commerce, statewide trade associations.
MD	Kurt P. Alverson Director	Earle, Palmer, Brown 4733 Bethesda Ave. Bethesda, MD 20814	2	No	None	Travel-related businesses, regional-county travel organizations
MA	Richard P. Rust Deputy Commissioner	Ingall's Associates 857 Boylston Street Boston, MA 02116	1	Deborah S. First Director Tourism Promotions	None	Travel-related businesses, regional travel organizations, city convention & visitors bureaus
MI	Al Sandner, Acting Director, Marketing & Promotion	Ross Roy, Inc. 2751 E. Jefferson Detriot, MI 48207	25	Yes	None	Travel-related businesses, regional travel organizations, city convention & visitors bureaus
MN	Hank Todd Director Ginger Sisco Assistant Director	Colle & McVoy 1550 E. 78th St. Minneapolis, MN 55423	2	No	None	Travel-related businesses, regional travel organizations, city convention & visitors bureaus, local chamber of commerce, statewide tourism organizations & private businesses
MS	NA	Dobbs-Maynard 350 North Mart Plaza Jackson, MS 39206	6 months	No	None	Regional travel organizations, city convention & visitors bureaus

State	1. Individual Responsible for Development of Travel Advertising Program	2. Current Advertising Agency	3. Years Retained	4. Staff Member Responsible for Art, Design and Layout?	5. Other Division of State Government Which Does This?	6. Other Groups Which Cooperate on Advertising Programs
MO	Marjorie Beenders Director	Kenrick Advertising, Inc. 7711 Carondelet St. Louis, MO 63105	3	No	None	None
MT	Lynne M. Albright Marketing	Wendt Advertising P. O. Box 2128 Great Falls, MT 59403	2	No	None	Regional travel organizations, travel-related businesses, ski area operators, airlines
NE	Peggy Briggs Acting Director	Bailey Lewis & Assoc. 924 NBC Center Lincoln, NE 68508	4 months	Yes (Partial staff)	None	Travel-related businesses, regional-travel organizations, city convention & visitors bureaus, county promotion council
NV	Stephen B. Richer Executive Director	Dunn, Draper, Glenn & Randolph 50 Washington Street Reno, NV 89503	1 year 3 months	Joe White	NA	Local chambers of commerce, Nevada Magazine, Travel-related business, Territorial travel organizations, City convention/visitors bureaus
NH	Travel Director Advertising	OJG Inc. 1779 Elm Street Manchester, NH 03104	3	No	None	Travel-related businesses, regional travel organizations
NJ	Victoria D. Schmidt Director	Bozell & Jacobs, Inc. 2700 Route 22 Union, NJ 07083	2	Yes	None	Regional Councils
NM	E. E. "Gene" Strahan Assistant Secretary Diane Baker Director, Marketing & Promotion Program	DBG&H 5700 Harper Drive NE Suite 330 Albuquerque, NM 87109	2	No		Travel-related businesses, regional travel organizations, city convention & visitors bureaus
NY	Harvey Cohen Senior Deputy Commissioner	Wells, Rich & Green 767 5th Ave. New York, NY 10022	7	Clifford Thiess	None	Travel-related businesses, regional travel organizations, visitors bureaus, New York League of Theaters & Producers, domestic & foreign airlines
NC	Charles Heatherly Director	McKinney, Silver & Rockett Inc. 333 Fayetteville St. Raleigh, NC 2760	8	Yes	None	None
ND	Mike Foster Director	Flint Advertising 206 Black Bldg. Fargo, ND 58102	1 year 6 months	No	None	Regional travel organizations, city convention & visitors bureaus, resources conservation & development offices
OH	Vacant	Hamerott/Hilenthal One Capitol South 175 South 3rd Street Columbus, OH 43215	2	Teresa McWain	Communications Division	Ohio travel tourism industry, corporate industry, other internal state agencies and Great Lakes region
OK	Lynette Duggan Advertising Coordinator Susan Harkness Assistant Director, Resorts Division	Ackerman & McQueen Advertising, Inc. 5708 Mosteller Drive Oklahoma City, OK 73112	1 year	Yes	None	Regional travel organizations (Multicounty Assoc.), city chamber of commerce, convention & tourism bureaus

State	1. Individual Responsible for Development of Travel Advertising Program	2. Current Advertising Agency	3. Years Retained	4. Staff Member Responsible for Art, Design and Layout?	5. Other Division of State Government Which Does This?	6. Other Groups Which Cooperate on Advertising Programs
OR	W. D. Taylor Director	Borders, Perrin & Norrander 111 SW Oak Street Portland, OR 97204	1 month	Yes	None	Travel-related businesses, regional travel organizations, chambers of commerce, visitors & convention bureaus
PA	Chris Umble Director	Ketchum Advertising Pittsburgh, PA 15222	6	Yes	None	Travel-related businesses, regional travel organizations, city convention & visitors bureaus, 58 county tourist promotion agencies
RI	David DePetrillo	Duffy & Shanley 4 Cathredral Square Providence, RI 02903	1	Yes	None	Travel-related businesses, regional travel organizations, Newport Visitors & Convention Bureau
SC	Martha Beckman, Manager Advertising & Development Section Tourism Division	Leslie Advertising Agency P. O. Box 6168 Greenville, SC 29607	5	No	None	Travel-related businesses, regional travel organizations, city convention/visitors bureaus, others (list)
SD	Susan Edwards Director	Lawrence and Schiller Advertising, Inc. 3932 S. Willow Sioux Falls, SD 57105	5	Pat Rahja	Bureau of Administration, Word Processing Central Duplicating	Travel-related businesses, regional travel organizations, city convention & visitors bureaus, other states
TN	Anne W. McNeal Assistant Commissioner Travel Promotion	Eric Ericson & Associates 1130 Eighth Avenue South Nashville, TN 37203	5	Lorene Lambert	No	Travel-related businesses regional travel organizations, city convention & visitors bureaus
TX HWYS	NA*	NA*	NA*	NA	None	NA*
TX TOUR	Frank Hildebrand Executive Director	Neal Speice Communications P. O. Box 1905 Austin, TX 78767	9	No	None	Travel-related businesses, regional travel organizations, city convention & visitor bureaus
UT	James C. Braden Director	Harris & Love 10th Floor Walker Center 19th East 2nd South Salt Lake City, UT 84111 et al Advertising 555 East South Temple Salt Lake City, UT 84111	11* 1 year* 6 months	No	None	Travel-related businesses, regional travel organizations, city convention & visitors bureaus
VT	Donald A. Lyons Director	Kenyon & Eckhardt 1 Boston Place Boston, MA	4	No	None	Travel-related businesses, regional travel organizations, city convention & visitors bureaus, state agencies, federal agencies
VA	Margaret M. Lesniak	Siddall, Matus & Coughter, Inc. Fidelity Bldg. 9th & Main St. Richmond, VA 23219	2	No	None	Travel-related businesses, regional travel organization, city convention & visitors bureaus
WA	Leslie Sluman Director	Ehrig & Associates 4th & Vine Bldg. 8th Floor Seattle, WA 98121	7	No	None	Regional travel oranizations, state tourism associations, city convention/visitor bureaus, travel-related businesses

State	1. Individual Responsible for Development of Travel Advertising Program	2. Current Advertising Agency	3. Years Retained	4. Staff Member Responsible for Art, Design and Layout?	5. Other Division of State Government Which Does This?	6. Other Groups Which Cooperate on Advertising Programs
WV	Sherri O'Dell Director of Advertising & Communications	Fahlgren & Swank, Inc. P. O. Box 1628 Parkersburg, WV 26101	7	No	Advertising & Communications Division	Travel-related businesses, regional travel organizations, city convention & visitors bureaus
WI	Rae Van Wyhe Director Bureau of Marketing & Development	Stephan & Brady 1850 Hoffman St. Madison, WI 53701	5	No	None	Travel-related businesses, regional travel organizations, city convention & visitors bureaus, non-profit tourism organizations
WY	Randall A. Wagner Director	Bryan, Bryan and Black P. O. Box 10236 Cheyenne, WY 82003	8	Yes	None	Travel-related businesses, regional travel organizations, city convention & visitors bureaus, cooperatives with private & public funded travel marketing & economic development organizations
AS	Lewis Wolman	Loomis & Pollock 666 Alo Moono Boulevard Suite 202 Honolulu, HI 96813	2	No	No	None
CM	Managing Director	Glimpses of Guam P. O. Box 3191 Agana, GU 96910	8	No	None	Travel-related businesses
GU	Vivian Indalecio Promotions Officer	Glimpses of Guam P. O. Box 3191 Agana, GU 96910	5	Yes	None	Travel-related business, regional travel organizations, city convention & visitors bureaus, domestic and international organizations
	Setsuko Cullen Marketing & Promotions Officer	Dentsu Inc. 1-11-10 Tsukiji Chuo-Ku, Tokyo 104 Japan	8	Yes	None	
		Nitto Agency Ltd. 9-15, 1-chome Akasaka, Minato-ku Tokyo, Japan	6	Yes	None	
VI	None	Greengage Associates 747 3rd Avenue New York, NY	7	Yes	None	Travel-related businesses

State	7. Does State Have Matching Fund Program for Such Cooperating Groups?	8. What Is the Matching Formula	9. Is Advertising Directed Toward Stimulating Inquiries?	10. Are Inquiries Surveyed to Evaluate Advertising Effectiveness?	11. Number of Inquiries Received in 1983	12. Do You Have a Standard Inquiry Fulfillment Package?
AL	Yes	Figures vary depending on the project. We assist in financing production costs for travel related brochures, etc.*	Yes	Yes**	NA	Yes***
AK	No	NA	Yes	Yes*	650,000	Yes
AZ	Yes	1/1 up to 4/1 depending on size of community.	Partially	No	100,000	Yes
AR	Yes	2/1	Yes	Yes*	239,370	Yes
CA	No	NA	Yes	Planned	85,000	Yes
CO	No	NA	Yes	Yes*	125,000	Yes
CT	Yes	80% Private 20% State	Yes	Yes*	85,000**	Yes
DE	Yes	50/50	Yes	Yes*	46,506	Yes
DC	No	NA	No	No	NA	NA
FL	No	NA	Yes	Yes*	441,619	Yes
GA	No	NA	Yes	Yes*	94,146	Yes**
HI	No	NA	No	No	NA	No
ID	Yes	50/50	Yes	Yes*	48,465	Yes
IL	Yes	Up to 60% states; 40% local (or required match)	Yes	Yes*	200,000**	Yes
IN	Yes	State can match up to 50% of cost of promotional project	Yes*	No	NA	Yes
IA	Yes (Regional councils only)	50/50 hard dollar match	Yes	Yes*	Don't know	Yes
IL	Yes	Up to 60% states; 40% local (or required match)	Yes	Yes*	200,000**	Yes
KS	No	NA	Yes	No	100,000	Yes
KY	Yes	50/50 up to a specified amount.	Yes	Yes*	97,271	Yes**
LA	Yes	50/50 cash	Yes	Yes*	71,715	Yes
ME	No	NA	Yes	Yes*	62,366	Yes
MD	Yes	50/50	Yes	Yes*	125,000	Yes
MA	Yes	50/50	Yes	Yes*	Don't Know	Yes

State	7. Does State Have Matching Fund Program for Such Cooperating Groups?	8. What is the Matching Formula	9. Is Advertising Directed Toward Stimulating Inquiries?	10. Are Inquiries Surveyed to Evaluate Advertising Effectiveness?	11. Number of Inquiries Received in 1983	12. Do You Have a Standard Inquiry Fulfillment Package?
MI	Yes	Depends upon the organization.*	Yes	Yes**	752,786 (Plus bulk requests by motor clubs, agents, etc.)	Yes
MN	No	NA	Yes	Yes*	240,296	Yes
MS	Yes	50/50	Yes	Yes*	45,000	Yes
MO	No	NA	Yes	Yes*	NA	Yes
MT	Yes	Equal match	Yes	Yes*	192,795	Yes
NE	No	*	Yes	Yes**	67,000	Yes
NV	Yes	50% for counties over 10,000*	Yes	Yes	50,000	Yes
NH	Yes	50/50	No	Yes*	65,000	Yes
NJ	Yes	*	Yes	Yes**	130,000	Yes
NM	Yes	Varies	Yes	Yes*	48,036	Yes
NY	Yes (only for tourism promotion agencies) *	50/50*	Yes**	Yes***	NA	NA
NC	Yes	50/50	Yes	Yes*	352,000	Yes
ND	Yes	50% up to $5,000 for Canadian advertising, convention advertising & trade shows	Not in all cases	Yes*	82,400	Yes
OH	Yes	50%	Yes	Yes*	656,556	Yes
OK	Yes	Match of 1/2 of the allowable expenses of tourism promotion. Total amount available for match is appropriated by state legislature	Yes	Yes*	190,000	Yes
OR	No	NA	Yes	Yes*	49,229	Yes
PA	Yes	50/50 on local income; 1/2 on expenditures	Yes	Yes*	161,049	Yes
RI	Yes	50/50	Yes	Yes*	120,000	Yes
SC	Yes	Based upon available funds & merits of project, generally 50/50 funding process	Yes*	Yes**	251,933	Yes
SD	Yes	NA	Yes*	Yes**	230,000	Yes
TN	Yes	50/50 - maximum $25,000	Yes	Yes*	157,608	No**

State	7. Does State Have Matching Fund Program for Such Cooperating Groups?	8. What is the Matching Formula	9. Is Advertising Directed Toward Stimulating Inquiries?	10. Are Inquiries Surveyed to Evaluate Advertising Effectiveness?	11. Number of Inquiries Received in 1983	12. Do You Have a Standard Inquiry Fulfillment Package?
TX HWYS	No	NA	NA*	NA*	100,647	Yes
TX TOUR	No	NA	Yes (Partially)	Yes*	88,990	Yes
UT	Yes	$15,000 each, 50/50 match 9 regions	Yes	Yes**	85,000	Yes
VT	Yes	50/50 with 25% of state share retained for "umbrella" program	Yes	Yes*	120,000	Yes
VA	No	NA	Yes*	Yes**	1,134,144	Yes
WA	Yes	50/50	Yes	Yes*	122,475	Yes**
WV	Yes	90/10 up to $3,568 per county for regular matching funds program. A special project pool provides a 60/40 match.	Yes	Yes*	68,157	Yes
WI	Yes	Up to 50%	Yes	Yes*	95,365	Yes
WY	Yes*	Up to 50% match not to exceed $10,000 per application**	Yes	Yes***	219,274****	Yes
AS	No	No	Yes	No	3,000	Yes
CM	No	NA	No	No	2,500	Yes
GU	No	NA	Yes	No	5,634	Yes
VI	No	NA	Yes*	Yes**	400,000	Yes***

State	13. Additional Comments
AL	*Monies from the bureau cannot exceed one-half of total cost of project and the grantee must provide one-fourth of total cost in cash. One-fourth of all printed matter becomes property of bureau of travel and tourism. **We evaluate our advertising effectivess according to our coupon receipts which are submitted by persons reading certain magazines; we measure our effectiveness by studying our success at certain U. S. and Canadian travel shows and also by surveys conducted in Alabama at hotels, air terminals, etc. *** Five types: 1) education, 2) general tourist, 3) camping/hunting/outdoor activities, 4)historical, 5) tour itineraries We have developed and are continuing to develop, marketing plans. We base marketing information on the annual "Travel in Alabama" report, produced by Auburn University.
AR	*Conversion studies are conducted based on a sample of the inquiries.
CO	*We conduct an annual conversion study based on a sample random of all inquiries received and it gives information on size of party, destination, length of stay, etc.
CT	*This is done through mail counts and counts of telephone inquiries in response to our advertising and promotion; we also keep a count of inquiries at our twelve welcome centers by days and weeks and by the type in inquiries. A relatively small percentage of our budget is devoted to outright advertising. Most of our promotional/public relations dollars are spent or writing and placing editorial stories and pictures in U. S. newspapers and magazines. The series of public service TV promotion referred to in last year's urvey have been aired in Connecticut, New York and Providence markets as paid advertising. **Represent inquiries received in direct response to our advertising.
DE	*A conversion study is done on all coupon ads.
FL	*Conversion effectiveness is determined on both print and electronic advertising through follow-up on request for State Vacation Guide. Television advertising awareness, retention and effectiveness is evaluated through focus panel studies in market areas.
GA	*Conversion studies are undertaken periodically to evaluate effectiveness of advertising campaigns. Regional meeting lists of respondents are compiled and sent to local area for follow-up. **Our package includes a 76-page travel guide, hotel/motel and restaurant guide, discunt card and discount listings.
HI	Co-op advertising is negotiated annually with carriers and hotels serving Hawaii.
ID	*We do a random sampling of coupons that are sent in.
IL	*Primarily done through return coupon placed in advertising in metro newspaper travel sections. **These are only the advertising responses serviced by the fulfillment house. It does not include other inquiries directed towards Chicago Travel Information Center, Springfield and Marion offices, etc. Use 800 number marketing analysis on requests made, and analysis of requests made throught Travel Information Centers in Chicago, Springfield, and Marion office.
IA	*Advertising responses from consumer publications in the spring, summer & fall of '84 will be researched to determine the effectiveness of ads, conversions of responses and etc.
KY	*Telephone response is measured and coupons placed in ads are coded for measurement. A follow-up survey of a random sample of those who requested information is conducted at the end of each calendar year. The information collected is used to evaluate the effectiveness of the advertising. **Individual requests for specific information are also filled.
LA	*The Louisiana Office of Tourism and the state are currently involved in an in-depth study of tourism patterns as they affect the state, and upcoming marketing programs will draw from and be based upon this information.
ME	*We analyze the reach, penetration and cost effectiveness of our ads. Converison studies will be conducted in 1985, as will focus group discussions on image awareness.
MD	*Conversion study conducted every two years. All "800" calls are required to state source of inquiry. Each print coupon is coded by the publication it appeared in and the specific ad that was run.
MA	*Research is planned for September 1984 to survey a sample of respondents to our 1984 800 number advertising campaign.

State	13. Additional Comments
MI	*The four regional tourist associations share equally in legislative appropriation for these organizations. Convention bureau funding is based on local funding. **Inquiries are analyzed by zip code of residence, by type of inquiry (mail, phone, walk-in, recorded lines), and by type of information provided.
MN	*We do a random sampling of all inquiries by season and program. We conduct three major advertising campaigns each fiscal year, viz., Fall, Winter, and Spring/Summer. In addition we conduct special advertising programs in the trade press for package/group tours, and meetings and conventions. Inquiries from all advertising campaigns are surveyed to determine amount of economic impact.
MS	*Periodic convention surveys and cost per inquiry factors are evaluated.
MO	*A coupon conversion is done each fall with a random sample of approximately 4,500 responses.
MT	*We conduct an annual conversion study based on a sample of the inquiries received during the year.
NE	*State matching fund-programs are classified as either "Event Marketing Assistance" or "Regional Marketing Assistance". Direct grant funds are taken from limited resources up to 100% **Inquiry conversion studies are conducted annually.
NV	State grant monies are available to organizations in rural counties and are authorized by county governing boards for purposes of promoting and stimulating travel to events in these local areas. *The Commission on Tourism decides the matching formula for other counties. However, the two largest counties are ineligible.
NH	*Studies are made at different times to survey conversion of inquiries, impressions of the state, etc. These are not made every year.
NJ	*Two-hundred fifty thousand dollars ($250,000) total program for Fiscal Year 1985. Grant maximum will not exceed 8% of total progam or 50% of amount applied for. **Ads are keyed for data and placement to evaluate volume and "duration" or responses.
NM	*Advertising both stimulates inquiries and educates, promoting a more accurate image of New Mexico. Spot surveys of telephone inquiries and reader service inquiries are being done until the system is modified to permit sampling of all inquiries.
NY	*With a minimum of $8,000 and a maximum of $150,000 per applicant. Awards over $8,000 may be subject to pro-rata payout of available funds. **Not all ads are directed to stimulating inquiries. Programs run full range of media and include consumer, trade and convention advertising. ***Limited to consumer media programs.
NC	*Advertising program is designed to elicit inquiries from potential visitors, who are then sent fulfillment packages.
ND	*Sampled total inquiries with a conversion study in 1983. 33.7% converted with a net return on investment of 106.00 per $1.00 invested.
OH	*Effectiveness of advertising is measured through our national 1-800 BUCKEYE line. Inquiries are surveyed to ascertain which media prompted the call.
OK	*Conversion studies are made to determine the impact of our advertising program. A concentrated effort to promote Oklahoma's image as a travel destination emphasizing water-based recreation and western heritage, initiated a new advertising/promotions theme in 1984: On To Oklahoma! America's Frontier Lake State. We have a concentrated advertising program in a selected market area designed to increase visitor traffic during the fall, spring and summer months. Also, we are attempting to keep Oklahoma residents during their vacations. We are currently expanding our promotional efforts to reach the international market.
OR	*Each year an advertising conversion study is done. We conducted an in-depth survey of respondents to magazine, television, and newspaper advertisements and persons who attended several outdoor sports and recreation exhibitions to determine effectiveness of the ads and the expenditures of those who visited.
PA	*Inquiries generated by toll-free telephone are evaluated by time and source of inquiries. It is matched with media and broadcast schedule to determine patterns and trends. Additional statistical data on present vs. future travel habits and plans are developed as tracking information by the Bureau of Travel Development.
RI	*Studies: cost per inquiry, geographical distribution, inquiries, per ad.

State	13. Additional Comments
SC	* But we did not use coupons in some ads last year. **All of our inquiries are computerized enabling us to tell which ad in which edition of each publication brought in inquiries. We also compare response for the same ads in different publications.
SD	*Our ad campaign is directed at both stimulating inquiries and creating image. We also added to our print media, and our making heavy use of television. **Inquiry counts, cost-per inquiry, conversion ratios, cost per converted inquiry, and inquiry origins by state zip code are handled by computer.
TN	*The marketing department does a conversion study of inquiries generated by ads. **In addition to a general brochure, we have individual brochures containing more in-depth information on specific subjects, such as outdoors, shopping, state parks, etc. We also stock brochures produced by travel regions and private businesses. The fulfillment for an inquiry includes the information of special interest to that traveler.
TX HWYS	*See separate response of the Texas Tourist Development Agency.
TX TOUR	*Annual conversion studies, conducted in house, sample 6,000 of the previous year's respondents to determine the proportion actually visiting Texas in the subsequent twelve months, as well as their visitation patterns.
UT	*Spring, summer and fall advertising is the responsibility of one agency, Harris & Love. Our winter programs deal heavily in matching funds from the private sector and is handled as a separate program by "et al Advertising Agency". **Inquiries are surveyed on a periodic basis; spotchecks are done through advertising conversion studies in magazines, audience surveys, and focus groups for broadcasts.
VT	*We conduct annual surveys and spot interviews to determine visitor profile, economic data, and vacation activity preferences.
VA	*Our travel advertising is also directed toward strengthening awareness of Virginia, which is important to our objective. **Inquiries are recorded for CPI studies and conversion ratio studies.
WA	*Conversion study **Plus individualized kits on request.
WV	*Advertising to the direct market in 1983 focused on the contiguous states. The fall campaign provided information on fall colors and the West Virginia wall calendar for 1984. The spring campaign used the slogan "West Virginia Keeps Calling You Back", and respondents received our travel pack. Information on the source of the response, the area from which responses are received and the number of responses are compiled by the company handling our mailings.
WI	*Coupon response to advertising and promotions.
WY	*Matching funds are for non-governmental, non-profit, tourist-related organizations. At least 20% of their private sector funding must originate from Wyoming representatives. **The total budget available for matching funds during fiscal year 1985 is $120,000 ***Conversion studies are done periodically. ****134,855 (advertising response) and 84,419 (general inquiry).
CM	Cooperative Marketing Policy has been developed to encourage the development and marketing of off-season and other special tours to the Northern Marianas, and to provide monetary and other assistance to such endeavors. Proposals for such assistance must meet the following criteria: 1) the project must be structured as a special promotion; annual or semi-annual general sale tour packages will not qualify. 2) The project must be aimed at producing a minimum of 500 visitors for the Northern Marianas. 3) The amount of financial contribution to the organizing group will not exceed for any one project. Amounts may be greater depending on the scope and its duration
GU	Cooperative marketing policy has been developed to encourage off-season and other special groups to Guam and to provide monetary and other assistance to such endeavors. Proposals from organizations: ie. airlines, tour operators, travel agents, business firms and social organizations are welcomed but must meet the following criterias: 1. The project must be structured as a special promotion; annual or semi-annual general sale tour packages will qualify. 2. The project must be aimed to producing at least 1,000 visitors for Guam. 3. The amount of financial contribution to the organizing group will not exceed $5,000 for any one project. 4. Proposals must include budget information which specifically indicates how the GVB contribution will be expended. 5. Promotional materials mentioning the GVB in any way must be approved in writing by the Bureau prior to the publication. 6. Participation must be approved by the GVB's Board of Directors which requires that proposals be submitted to the Bureau at least one month prior to commencement of project.

BUDGET

State	1. Date Fiscal Year Begins	2. Total Budget for Fiscal Year 1983-84	Rank	3. Total Budget for Fiscal Year 1984-85	Rank	4. Is Entire Travel Office Budget Funded by State General Revenue?	5. Other Sources of Funding for State Travel Office	6. Percentage of Budget Derived from Other Sources	7. State Sales Tax Rates Applicable to Commercial Lodging
AL	October 1	$2,441,867	25	$2,758,632	26	No	State Lodging Tax	79%	4% state specific tax on lodging 4% state general sales tax
AK	July 1	7,229,900	4	9,246,800**	4	Yes	NA	NA	None
AZ	July 1	1,630,400	35	1,953,000	34	Yes	NA	NA	4% state specific tax on lodging 5% state general sales tax
AR	July 1	2,447,770	24	2,569,239	27	Yes	NA	NA	4% state general sales tax
CA	July 1	469,969	50	5,692,375	9	Yes	NA	NA	None
CO	July 1	2,800,000	22	3,500,000	18	No	"Tourism" Tax*	NA	local option tax on lodging
CT	July 1	780,710	43	1,019,000	44	Yes	NA	NA	7.5% state general sales tax
DE	July 1	576,700	48	691,500	48	Yes	NA	NA	None
DC	October 1	NA		NA		NA	NA	NA	NA
FL	July 1	8,900,000	2	9,200,000	5	Yes	NA	NA	5% state general sales tax
GA	July 1	3,203,872	19	3,377,006	20	Yes	NA	NA	4% state general sales tax 3% state specific tax on lodging
HI	July 1	4,416,732	12	5,329,391	13	No	Membership Miscellaneous Income	28.1 1.8	4% state general sales tax
ID	July 1	1,463,000	36	1,506,300	37	No	2% Lodging tax receipts	None	4% state general sales tax 2% state specific tax on lodging
IL	July 1	3,400,000	18	14,400,000	1	No	Illinois Hotel/ Motel Tax	None	7% state general sales tax 6% state specific tax on lodging
IN	July 1	1,100,000	42	1,100,000	42	Yes	NA	NA	5% state general sales tax
IA	July 1	599,530	47	562,129	50	Yes	NA	NA	4% state general sales tax 1-7% local option tax on lodging
KS	July 1	625,610	46	831,879	45	Yes	NA	NA	3% state general sales tax Up to 2% local option tax on lodging

State	1. Date Fiscal Year Begins	2. Total Budget for Fiscal Year 1983-84	Rank	3. Total Budget for Fiscal Year 1984-85	Rank	4. Is Entire Travel Office Budget Funded by State General Revenue?	5. Other Sources of Funding for State Travel Office	6. Percentage of Budget Derived from Other Sources	7. State Sales Tax Rates Applicable to Commercial Lodging
KY	July 1	3,177,300	20	3,120,000	22	Yes	NA	NA	5% state general sales tax
LA	July 1	4,170,245	14	3,254,737	21	Yes	NA	NA	None
ME	July 1	500,000	49	733,085	46	Yes	NA	NA	5% state general sales tax
MD	July 1	2,037,766	28	2,306,204	28	Yes	NA	NA	5% state general sales tax local option tax on lodging
MA	July 1	7,763,522	3	10,536,170	3	Yes	NA	NA	5.7% state specific tax on lodging 5% state general sales tax
MI	October 1	6,980,000	6	9,074,900	6	Yes	NA	NA	4% state general sales tax Up to 2% state specific tax on lodging
MN	July 1	3,977,900	15	4,659,600	16	Yes	NA	NA	6% state general sales tax
MS	July 1	1,800,000	30	1,725,000	35	Yes	NA	NA	6% state general sales tax
MO	July 1	1,645,836	33	2,269,255	30	Yes	NA	NA	3.13% state general sales tax
MT	July 1	1,224,523	40	1,200,000*	41	No	Private sector co-op programs	20%	None
NE	July 1	1,138,215	41	1,050,444	43	No	Lodging tax receipts	100%	1% state specific tax on lodging
NV	July 1	2,650,794*	23	2,964,750*	23	No	Lodging tax	100%	None
NH	July 1	1,262,887	39	1,271,945	40	Yes	NA	NA	7% state specific tax on lodging
NJ	July 1	3,103,909	21	5,551,000	10	Yes	NA	NA	None
NM	July 1	3,426,500	17	2,896,000	24	Yes	NA	NA	3.5% state general sales tax
NY	April 1	11,987,500	1	12,046,400	2	Yes	NA	NA	4% state general sales tax
NC	July 1	4,604,000	10	4,396,000	17	Yes	NA	NA	4.5% state general sales tax local option tax on lodging
ND	July 1	630,000	45	670,000	49	No	Gasoline tax	100%	4% state general sales tax 2% local option tax on lodging

State	1. Date Fiscal Year Begins	2. Total Budget for Fiscal Year 1983-84	Rank	3. Total Budget for Fiscal Year 1984-85	Rank	4. Is Entire Travel Office Budget Funded by State General Revenue?	5. Other Sources of Funding for State Travel Office	6. Percentage of Budget Derived from Other Sources	7. State Sales Tax Rates Applicable to Commercial Lodging
OH	July 1	4,479,000	11	5,521,000	11	Yes	NA	NA	5% state general sales tax
OK	July 1	3,629,068	16	3,449,226	19	Yes	NA	NA	2% state general sales tax
OR	July 1	1,270,000	38	1,287,472	39	Yes	NA	NA	None
PA	July 1	7,165,200	5	7,860,000	7	Yes	NA	NA	6% state general sales tax
RI	July 1	740,000	44	700,000	47	Yes	NA	NA	6% state general sales tax
SC	July 2	5,249,351	8	5,373,844	12	No	Excess of admissions tax over $3.5 million	22%	5% state general sales tax 2% state specific tax on lodging
SD	July 1	1,690,662	32	1,969,628	33	No	Motor fuel tax	None	4% state general sales tax
TN	July 1	5,682,900	7	7,234,000	8	No	Motor fuel tax	34.5%	5.5% state general sales tax
TX HYWS	Sept. 1	2,576,009*	13	2,833,484*	15	No	*	None	3% state specific tax on lodging**
TX TOUR	Sept. 1	1,755,821		2,041,240		Yes	NA	NA	
UT	July 1	2,208,049	27	2,885,200	25	No	Motor fuel taxes	4%	5.5% state general sales tax Up to 3% state specific tax on lodging
VT	July 1	1,385,000	37	1,385,300	38	No	Advertising receipts	1-1.15%	4% state general sales tax 6% state specific tax on lodging
VA	July 1	4,720,437	9	5,319,945	14	Yes	NA	NA	4% state general sales tax
WA	July 1	2,314,923	26	2,300,000	29	No	Motor gasoline tax	8%	6.5% state general sales tax
WV	July 1	1,632,183	34	1,684,382	36	Yes	NA	NA	5% state general sales tax
WI	July 1	2,006,000	29	2,016,800	32	Yes	NA	NA	5% state general sales tax
WY	June 30	1,767,959	31	2,068,233	31	Yes	NA	NA	3% state general sales tax
AS	October 1	264,000		330,000*		Yes	NA	NA	None

State	1. Date Fiscal Year Begins	2. Total Budget for Fiscal Year 1983-84	Rank	3. Total Budget for Fiscal Year 1984-85	Rank	4. Is Entire Travel Office Budget Funded by State General Revenue?	5. Other Sources of Funding for State Travel Office	6. Percentage of Budget Derived from Other Sources	7. State Sales Tax Rates Applicable to Commercial Lodging
CM	October 1	1,150,000		924,000*		No	Room occupancy tax Beer container tax Membership dues Membership in-kind Carry-over from FY '83	49% 8 36 7	10% state specific tax on lodging
GU	October 1	1,900,140		2,300,000		No	20% matching funds from cash and in-kind contributions of private industry membership	20%	10% state specific tax on lodging
VI	October	6,300,000		6,100,000		NA	NA	NA	NA

	8. Breakdown of 1983-84 Budget (By Dollar Amounts)											
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing & Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction/ Operation	Other	9. Advertising Breakdown by Medium and Dollars 1983-1984 (Percent In-State)
AL	899,090	$ 218,000	$ 342,681	$ 710,000	NA	NA	NA	NA	$ 150,000	NA/NA	Travel: 92,096 Trans & Equip: 30,000	NA (None)
AK	688,480	12,000	499,200	231,400/ 2,994,300	1,606,500	170,000	325,000	200,000	275,100	NA/NA	Other: 137,500 Travel: 90,500	Magazine: 1,531,200 Newspaper: 111,000 TV: 1,352,100 (None)
AZ	365,000	45,400	166,500	75,000/ 643,500	230,000	60,000	Included in other Admin Costs	Included in other Admin Costs	Included in other Admin Costs	Included in other Admin Costs	Travel: 45,000	Magazine: 188,000 Newspaper: 70,000 Radio: 30,000 TV: 15,000 Outdoor: 235,000 Other: 105,500 (None)
AR	590,000	180,000	104,161	32,539/ 450,000	264,500	55,000	15,000	9,375	307,195	NA/ 385,000	Travel: 50,000 Special Project: 5,000	Magazine: 283,500 Newspaper: 153,000 TV: 13,500 (None)
CA	252,928	13,433	16,325	NA/NA	170,000	NA	10,000	15,000	NA	NA/NA	Travel: 24,375	NA (None)
CO	94,810	4,104	352,750	117,000/ 2,000,000	130,340	20,000	9,000	50,200	NA	NA/NA	Office: 10,315 Equip: 2,800,000 Travel: 11,481	Magazine: 509,000 Newspaper: 100,000 Radio: 436,842 TV: 919,158 Other: 35,000 (20%)
CT	195,118	3,500	NA	6,500/ 144,000	187,011	4,000	190,000	In-house	NA*	NA/ 48,510	Travel: 2,071	Magazine: 24,000 Newspaper: 80,000 Radio: 10,000 TV: 30,000 (Less than 1%)

	8. Breakdown of 1983-84 Budget (By Dollar Amounts)											9. Advertising Breakdown by Medium and Dollars 1983-1984 (Percent In-State)
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing & Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction/ Operation	Other	
DE	151,900	NA	241,800	NA/NA*	NA*	NA*	NA*	NA*	100,000	NA/NA	Capital Outlay: 5,000 Special Projects: 60,000 Supplies: 7,900 Travel: 10,100	NA* (None)
FL	2,208,954	227,357	383,002	900,000/ 3,311,530	373,520	617,350	217,950	200,000	NA	NA/ 127,700	Equip: 20,146 Films & Exhibits: 64,296 Travel: 248,195	Magazine: 788,795 Newspaper: 18,048 Radio: 261,700 TV: 1,816,398 Other: 426,589 (None)
GA	NA	NA	888,471	NA/ 181,764	NA	NA	NA	NA	NA	NA/ 2,133,637	NA	Magazine: 117,903 Newspaper: 54,561 Radio: 8,800 Outdoor: 500 (33%)
HI	1,746,000	270,725	259,082	25,000/ 450,000	345,000	571,175	61,800	151,600	365,000	NA/ NA	Meetings & Conv: 115,050 Member: 12,800 Travel: 43,500	Magazine: 450,000 (None)
ID	168,600	15,000	21,000	40,000/ 197,363	225,000	68,000	31,500	26,000	NA	NA	Contingency: 10,942 Regional Grant Program: 638,595 Travel: 21,000	Magazine: 197,363 (None)
IL	542,534	NA	NA	750,000	677,600	NA	NA	NA	287,500	NA/NA	State Promo: 701,800 Travel: 35,500 Various: 405,066	NA (50%)
IN	142,941	NA	67,071	75,000/ 455,000	317,722	10,286	NA	11,500	*	NA/**	Travel: 15,480	Magazine: 80,000 TV: 375,000 (30%)

		8. Breakdown of 1983-84 Budget (By Dollar Amounts)										9. Advertising Breakdown by Medium and Dollars 1983-1984 (Percent In-State)
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing & Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction/ Operation	Other	
IA	190,380	NA	38,500	30,000/ 150,750	95,000	14,990	7,775	3,635	35,000	NA/ 12,500	Travel: 21,000	Magazine: 69,110 Newspaper: 76,890 Other: 4,750 (None)
KS	235,097	NA	39,356	134,190/ 67,000	87,947	16,971	3,000	Special Funding	NA	Special Funding/ 18,234	Travel: 23,815	Magazine: 20,000 Newspaper: 2,000 Radio: 30,000 TV: 15,000 (39%)
KY	867,800	150,000	250,000	152,000/ 768,000	300,000	110,000	10,000	30,000	360,000	NA/ 30,000	Various: 99,500 Travel: 50,000	Magazine: 150,000 Newspaper: 95,000 Radio: 230,000 TV: 125,000 Outdoor: 20,000 Other: 148,000 (30%)
LA	1,154,734	63,267	221,842	686,335	292,167	659,571	NA	7,040	198,280	NA/ 91,183	World's Fair: 733,725 Travel: 62,121	NA (None)
ME	85,000	42,000	13,000	7,500/ 20,000*	200,000	3,500	20,000	33,000	NA	NA/ 54,000	Capital Expense: 12,000 Travel: 10,000	Magazine: 20,000 (None)
MD	332,110	25,925	70,422	140,000/ 493,883	237,000	15,000	7,500	14,000	300,933	228,308/ 112,500	Travel: 60,185	Magazine: 395,000 Newspaper: 98,883 (10%)
MA	219,372	5,000	177,800	1,772,617/ 3,667,915	NA	200,000	NA	394,125	,200,000	NA/ 126,693		Radio: 710,960 TV: 2,956,955 (15%)
MI	1,125,500	385,000	138,800	NA/ 2,547,300	990,000	292,700	NA	90,000	NA	NA	Grants: & Special 1,246,100 Travel: 64,600 Special Projects: 100,000	Magazine: 344,867 Newspaper: 198,477 Radio: 598,399 TV: 1,169,970 Other: 235,587 (20%)

	8. Breakdown of 1983-84 Budget (By Dollar Amounts)											9. Advertising Breakdown by Medium and Dollars 1983-1984 (Percent In-State)
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing & Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction/ Operation	Other	
MN	620,600	77,300	268,463	243,706/ 750,017	656,000	102,900	63,579	47,935	847,100	NA/NA	Computer System: 132,900 Travel: 48,400 State Film: 60,000 Equip: 59,200	Magazine: 146,372 Newspaper: 300,996 Radio: 53,851 TV: 203,753 Outdoor: 8,000 Other: 31,045 (None)
MS	640,000	60,000	100,000	89,000/ 120,000	100,000	100,000	50,000	25,000	50,000	25,000/ 265,000	Travel: 76,000	Radio: 20,000 TV: 20,000 Outdoor: 80,000 (33%)
MO	465,707	NA	185,187	84,836/ 576,000	136,500	20,000	48,000	25,000	NA	NA/ 62,106	Travel: 42,500	Magazine: 20,000 Newspaper: 100,000 Radio: 191,000 TV: 225,000 Outdoor: 40,000 (est. 25%)
MT	252,293	22,790	77,467	43,132/ 455,888	208,700	27,942	15,878	44,033	15,000	NA/NA	Travel: 31,400	Magazine: 378,113 TV: 61,007 Outdoor: 16,768 (5%)
NE	223,972	5,114	45,000	63,000/ 315,000	219,150	85,000	3,000	26,000	70,000	NA/ 63,730	Travel: 19,249	Magazine: 170,000 Newspaper: 133,000 Outdoor: 12,000 (None)
NV	230,412	35,863	NA	445,951/ 258,962	NA	10,000	39,500	NA	NA	NA/NA	Travel: 57,764 *: 1,572,342	Magazine: 258,962 (1%)

	8. Breakdown of 1983-84 Budget (By Dollar Amounts)											9. Advertising Breakdown by Medium and Dollars 1983-1984 (Percent In-State)
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing & Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction/ Operation	Other	
NH	105,176	NA**	NA**	369,15>	116,513	132,728	5,379	NA**	475,000	NA*	Travel: 9,043 Equip: 1,000 Temp Help: 22,668 Regional Assoc: 3,000 NY Office: 25,227	NA (None***)
NJ	340,668	278	274,928	412,150/ 1,517,850	215,000	13,868	120,000	20,000	50,000	47,500/ 2,500	Maint: 18,275 Tourism Promo: 50,000 Travel: 20,892	Mag & News: 192,950 Radio & TV: 1,522,250 Other: 2,650 (None)
NM	396,700	16,000	253,600	300,000	221,500	43,800	Incl in promo	78,000	1,600,000	NA**/ Incl in other Admin	Special Projects: 489,500* Travel: 25,400	NA
NY	1,359,200	380,200	16,300	650,300/ 4,967,900	1,371,300	647,500	665,100	113,400	1,541,300	NA/NA	Travel: 75,000	Magazine: 86,000 Newspaper: 640,000 Radio: 120,000 TV: 4,053,900 Trade Ads: 68,000 (45%)
NC	423,000	8,000	33,000	100,000/ 2,100,000	600,000	25,000	30,000	6,000	94,000	450,000/ 700,000	Travel: 35,000	Magazine: 1,300,000 Newspaper: 800,000 (None)
ND	180,000	NA	28,000	18,000/ 150,000	103,000	25,000	11,000	5,000	40,000	5,000/ 4,000	State Magaz Subsid: 40,000 Travel: 21,000	Magazine: 130,000 Newspaper: 20,000 (None)
OH	425,000	NA	159,000	543,000/ 2,014,000	250,000	35,000	CO-OP	250,000	270,000	NA*/ NA	Travel: 15,000 Tele-Mrktng: 380,000 Service Fee: 138,000	Magazine. 20,000 Newspaper: 181,000 Radio: 876,000 TV: 900,000 Outdoor: 7,000 Other: 30,000 (75%)

	8. Breakdown of 1983-84 Budget (By Dollar Amounts)											
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing & Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction/ Operation	Other	9. Advertising Breakdown by Medium and Dollars 1983-1984 (Percent in-State)
OK	1,450,273	44,888	175,000	60,000/ 590,000*	610,270	42,500	88,000	36,000	354,700	0/ 113,287	Travel: 64,150	Magazine: 150,000 Newspaper: 100,000 Radio: 20,000 TV: 250,000 Outdoor: 20,000 Other: 50,000 (34$)
OR	277,487	63,080	35,683	75,000/ 375,000	337,000	15,000	19,750	10,000	NA	NA/ 45,000	Travel: 17,000	Magazine: 295,000 Newspaper: 10,000 Radio: 50,000 TV: 20,000 (10$)
PA	866,000	57,500	57,500	392,800/ 1,283,000	887,000	14,900	30,000	53,000	3,500,000	NA/NA	Other: 4,000 Travel: 20,000	Magazine: 548,000 Newspaper: 75,000 Radio: 160,000 TV: 500,000 (42$)
RI	337,000	32,000	96,000	NA/ 100,000	120,000	Not Avail	Not Avail	*	43,000	NA/ 10,000	Travel: 2,000	Magazine: 50,000 Newspaper: 50,000 (Unknown)
SC	1,302,033	5,500	158,000	60,000/ 900,000	499,000	50,000	10,000	6,100	1,200,000	NA/ 127,000	Canada Festvl: 85,000 European Market: 95,000 Special Entities: 693,500 Travel: 58,218	Magazine: 480,000 Newspaper: 42,500 TV: 366,000 Other: 11,500 (None)
SD	469,177	27,976	11,198	55,000/ 538,768	293,324	20,000	6,500	15,000	50,000	NA/ 10,000	Postage*: 101,074 Teleph*: 35,045 Travel: 57,600	Magazine: 210,000 Newspaper: 5,000 Radio: 5,000 TV: 155,000 Other: 163,768 (2$)
TN	684,300	78,600	28,900	96,472/ 587,094	346,900	279,634	37,900	20,000	135,000	NA/ 3,234,300*	Grants: 63,800 Travel: 90,000	Magazine: 342,905 Newspaper: 205,519 TV: 29,705 Other: 8,965 (13$)

State	8. Breakdown of 1983-84 Budget (By Dollar Amounts)											9. Advertising Breakdown by Medium and Dollars 1983-1984 (Percent In-State)
	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing & Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction/ Operation	Other	
TX HWYS	NA	NA	NA	NA/NA	1,054,425	NA	NA	NA	NA	NA/ 1,521,584	NA	NA (None)
TX TOUR	305,308	NA	49,582	228,538/ 854,389	85,000	64,000	51,000	60,800	NA	NA/NA	Annual Conf: 11,100 Travel: 46,104	Magazine: 790,000 Newspaper: 64,389 (21%)
UT	270,500	25,000	213,749	65,000/ 848,800	395,000	30,000	110,000	50,000	135,000	40,000/ NA*	Travel: 25,000	Magazine: 400,000 TV: 342,800 Outdoor: 106,000 (None)
VT	434,000	37,000	81,000	30,000/ 330,000	253,000	5,000	4,000	1,000	200,000	NA/NA*	Travel: 10,000	Magazine 97,640 Newspaper: 167,265 Radio: 65,095 (None)
VA	NA	NA	1,182,170	328,750/ 2,047,290	268,176	6,000	29,503	33,000	NA	NA/ 823,548	NA	Magazine: 10,054 Newspaper: 454,272 Radio: 222,984 TV: 1,334,980 Outdoor: 25,000 (None)
WA	405,914	46,012	54,557	152,000/ 620,000	382,695	128,000	NA	69,600	250,000	NA/ 104,111	Travel: 59,500 Federal Program: 42,534	Magazine: 540,000 Radio: 40,000 Outdoor: 40,000 (10%)
WV	380,940	56,290	47,281	150,000/ 305,000	365,981	43,611	NA*	15,000	226,248	NA	Travel: 41,832	Magazine: 140,000 Newspaper: 10,000 TV: 155,000 (None)
WI	715,000	NA	91,400	8,600/ 571,400	235,000	26,500	12,500	NA	60,000	NA/ 257,600	Travel: 28,000	Magazine: 79,000 Newspaper: 235,400 Radio: 190,000 Other: 67,000 (12.5%)

	8. Breakdown of 1983-84 Budget (By Dollar Amounts)											
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing & Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction/ Operation	Other	9. Advertising Breakdown by Medium and Dollars 1983-1984 (Percent In-State)
WY	337,687	53,095	50,000	35,000/ 420,415	519,949	131,408**	Incl in promo	NA	120,000	NA	Travel: 100,405*	Magazine: 300,000 Newspaper: 25,000 Radio: 25,000 Other: 70,415 (None)
AS	100,000	12,000	15,000	3,000/ 30,000	15,000	15,000	2,000	NA	NA	NA/NA	Book: 60,000 Travel: 12,000	Magazine: 30,000 (None)
GU	430,223	75,592	143,302	NA/ 469,096	65,774	217,958	57,958	15,000	NA	NA/ 16,000	Comnty Prjcts: 55,000 Travel: 33,700 In-kind & Memb Dues: 320,537	Magazine: 159,079 Newspaper: 2,174 Radio: 30,455 TV: 227,530 Other: 49,878 (None)
CM	262,200	NA	27,700	3,500/ 44,000	18,000	621,100**	NA	NA	40,000	NA/ 45,500	Comnty Prjcts: 30,000 Travel: 45,000 Purchase/ Fixed Assets: 17,000	Magazine: 37,000 Newspaper: 7,000 (None)

	10. Breakdown of 1984-85 Budget (By Dollar Amounts)											
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising Production/ Media Purchase (rank)	Printing & Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction/ Operation	Other	11. Advertising Breakdown by Medium and Dollars 1984-1985 (Percent In-State)
AL	$1,320,605	$219,000	$253,471	$650,000 (24)	Incl in Advtsing	Incl in Advtsing	Incl in Advtsing	Incl in Advtsing	$186,516	$41,000/ NA	Travel: $88,040	NA (None)
AK	700,000	16,000	576,200	619,000/ 4,317,900 (5)	1,642,800	150,600	351,700	305,000	397,600	NA/ 90,000	Travel: 80,000	Magazine: 1,870,900 Newspaper: 110,000 TV: 2,255,000 Other: 82,000 (None)
AZ	387,600	47,700	161,200	118,000/ 900,500 (19)	230,000	65,000	Incl in Other Admin Costs	Incl in Other Admin Costs	Incl in Other Admin Costs	Incl in Other Admin Costs	Travel: 45,000	Magazine: 190,000 Newspaper: 65,000 TV: 265,000 Outdoor: 268,300 Other: 112,200 (None)
AR	619,283	188,934	139,665	34,154/ 472,335 (32)	277,628	57,730	15,744	NA	307,195	NA/ 404,109	Travel: 52,462	Magazine: 297,571 Newspaper: 160,594 TV: 14,170 (None)
CA	286,287	33,250	49,242	5,000,000 (4)	264,696	Incl in Travel	Incl in Advtsng	15,200	NA	NA	Travel: 45,700	NA (45%)
CO	272,640	24,600	104,460	132,000/ 1,320,000 (15)	465,500	78,445	272,355	250,000	NA	200,000/ NA	Travel: 20,000 Agency Fee: 326,000 Misc Expenses: 34,000	Magazine: 417,515 Radio: 539,142 TV: 563,343 (20%)
CT	225,000	NA	NA	5,000/ 140,000 (45)	337,000	44,000	175,000	8,000	NA	NA/ 75,000	Travel: 10,000	Magazine: 15,000 Newspaper: 50,000 TV: 75,000 (Less than 1%)
DE	168,800	NA**	NA**	NA**/ 124,000 (47)	NA**	NA**	NA**	NA**	200,000	Incl in Matching funds	Travel: 10,100	Magazine: 124,000 (None)
DC												

10. Breakdown of 1984-85 Budget (By Dollar Amounts)

State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising Production/ Media Purchase (rank)	Printing & Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction/ Operation	Other	11. Advertising Breakdown by Medium and Dollars 1984-1985 (Percent In-State)
F.	2,194,754	234,266	318,825	500,000/ 3,862,176 (6)	475,300	599,000	225,000	321,000	NA	NA/ 148,500	Travel: 250,000 Equip: 28,179 Films & Exhibts: 43,000	Magazine: 1,120,076 Newspaper: 29,520 Radio: 225,000 TV: 1,645,000 Other: 842,580 (None)
GA	704,428	NA	194,100	NA/ NA	194,500	35,000	9,000	NA	NA	NA/ NA	Travel: 74,500	NA (None)
HI	1,907,100	292,000	676,816	35,000/ 540,000 (28)	451,300	982,275	85,600	161,000	NA	NA/ NA	Meetings & Conv: 128,700 Member: 13,600 Travel: 56,000	Magazine: 540,000 (None)
ID	188,415	14,500	41,300	22,500/ 37,435 (41)	249,400	25,900	18,000	3,000	NA	NA/ NA	Travel: 18,500 Cntngency: 20,000 Regnal Grant Prgrm: 667,350	Magazine: 208,943 Newspaper: 28,492 (None)
IL	671,750	NA	NA	NA/ 10,000,000 (1)	680,000	NA	NA	NA	855,000	NA/NA	State: Promo: 1,594,000 Travel: 52,200 Other Various Budget Items: 547,050	Mag/News: 2,500,000 Radio/TV: 6,000,000 Other: 1,500,000 (50%)
IN	158,999	NA	67,071	NA/ 381,664 (38)	446,500	10,286	NA	20,000	*	NA**	Travel: 15,480	Magazine: 81,664 TV: 300,000 (30%)
IA	152,229	NA	40,000	15,000/ 140,050 (44)	121,400	16,850	6,600	1,500	28,000	NA/ 16,500	Travel: 24,000	Magazine: 50,050 Newspaper: 90,000
KS	323,640	NA	10,168	111,408/ 114,790 (42)	176,750	15,000	5,000	Special Funding	NA	Special Funding: 43,366	Travel: 31,757	Magazine: 50,040 Newspaper: 10,000 Radio: 35,000 TV: 15,000 Other: 4,750 (15%)

10. Breakdown of 1984-85 Budget (By Dollar Amounts)

State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising Production/ Media Purchase (rank)	Printing & Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction/ Operation	Other	11. Advertising Breakdown by Medium and Dollars 1984-1985 (Percent In-State)
KY	957,000	274,200	200,000	120,000/ 580,000 (22)	400,000	75,000	10,000	30,000	383,000	NA/ 14,900	Travel: 75,900	Magazine: 75,000 Newspaper: 65,000 Radio: 174,000 TV: 116,000 Outdoor: 50,000 Other: 100,000 (40%)
LA	1,173,043	61,267	246,008	559,375 (31)	141,080	378,715	NA	150,000	200,000	NA/ 82,297	Travel: 62,121 World's Fair: 200,831	NA (None)
ME	125,000	59,071	12,000	32,175** 85,525 (48)	200,000	7,000	19,914	63,700	NA	NA/ 60,000	Travel: 12,000 Capital: 56,700***	Magazine: 20,000 Newspaper: 18,550 Radio: 8,100 TV: 38,875 (5%)
MD	408,013	20,500	72,100	90,000/ 413,231 (33)	360,000	17,000	9,000	15,000	293,400	445,005/ 115,000	Travel: 47,955	Magazine: 313,231 Newspaper: 100,000 (10%)
MA	NA	NA	31,000	475,000/ 5,140,000 (2)	795,000	920,000	90,000	149,000	1,800,000	NA/ 129,606		Magazine: 600,000 Newspaper: 150,000 Radio: 890,000 Telev: 3,500,000 (15%)
MI	1,263,601	NA	1,050,667	443,617/ 2,956,383 (8)	840,000	117,000	181,000	453,000	NA	NA	Grants/ Special Prjcts: 1,690,600 Travel: 79,032	Magazine: 376,536 Newspaper: 318,725 Radio: 887,850 TV: 1,373,272 (40%)
MN	785,400	98,500	198,800	200,000/ 1,350,000 (14)	962,400	100,000	50,000	50,000	800,000	NA/ NA	Travel: 64,700	Magazine: 407,000 Newspaper: 435,000 TV: 360,000 Outdoor: 48,000 Other: 100,000 (19%)

State	10. Breakdown of 1984-85 Budget (By Dollar Amounts)											11. Advertising Breakdown by Medium and Dollars 1984-1985 (Percent In-State)
	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising Production/ Media Purchase (rank)	Printing & Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction/ Operation	Other	
MS	645,000	60,000	100,000	5,000/ 20,000 (49)	75,000	265,000	51,000	NA	150,000	25,000/ 250,000	Travel: 79,000	Other: 20,000 (None)
MO	526,389	NA	138,652	970,936 (21)	272,000	25,000	50,000	25,000	NA	NA/ 64,878	Travel: 41,400 Promo Film: 120,000 Special Promo: 35,000	NA (est. 25%)
MT	250,000	22,000	78,000	30,000/ 470,000 (34)	208,000	28,000	16,000	22,000	45,000	NA/ NA	Travel: 31,000	Magazine: 395,000 TV: 60,000 Outdoor: 17,000 (None)
NE	239,002	5,544	65,325	79,003/ 318,000 (36)	191,830	15,100	5,000	NA	70,000	NA/ 40,000	Travel: 21,640	Magazine: 205,000 Newspaper: 113,000 (None)
NV	371,112	24,516	258,380	NA/ 1,068,432 (18)	NA	NA	NA	NA	NA	NA/ NA	Nevada Magaz: 283,067 Mrktng Balance: 474,241 Grants: 200,000 Judicial College: 200,000 Travel: 85,000	Magazine: 868,634 Newspaper: 136,788 Airport: 19,260 Teleguide: 43,750 (2%)
NH	130,236	NA**	NA**	307,600 (40)	138,150	167,766	15,000	NA	475,000	NA*	Travel: 11,193 Rgnal Assns: 3,000 NY Branch Office: 24,000	NA (None)
NJ	450,000	31,860	214,378	481,000/ 3,012,000 (7)	522,000	35,337	146,030	83,000	250,000	NA/ 100,000	Travel: 660 Histrc Site/ Cultral: 50,000 Mmbrshps: 4,735 Office Supplies: 90,000 Mrchndise: 80,000	Magazine: 57,000 Newspaper: 231,200 Radio: 836,800 TV: 1,809,950 Other: 77,050 (None)

10. Breakdown of 1984-85 Budget (By Dollar Amounts)												
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising Production/ Media Purchase (rank)	Printing & Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction/ Operation	Other	11. Advertising Breakdown by Medium and Dollars 1984-1985 (Percent In-State)
NM	434,300	19,600	186,300	360,000 (39)	300,000	44,400	Incl in Promo	6,500	1,090,000	NA/ Incl in other Admin Costs	Special Projects: 438,100 Travel: 16,800	(Unknown)
NY	1,578,200	346,800	40,400	463,000/ 4,965,000 (3)	1,317,000	880,000	585,900	87,000	1,580,000	NA/ NA	Special Projects: 63,700 Visitor Info Booths: 115,000 Travel: 54,400	Magazine: 86,000 Newspaper: 640,000 Radio: 400,000 TV: 3,771,000 Other: 68,000 (45%)
NC	465,000	8,000	33,000	100,000/ 2,100,000 (11)	750,000	25,000	30,000	6,000	94,000	NA/ 750,000	Travel: 35,000	Magazine: 1,300,000 Newspaper: 800,000 (None)
ND	180,000	NA	28,000	20,000/ 160,000 (43)	110,000	40,000	12,000	8,000	60,000	5,000/ 4,000	Travel: 23,000 State Magazine Subsidy: 20,000	Magazine: 130,000 Newspaper: 30,000 (None)
OH	425,000	NA	96,100	277,000/ 2,488,000 (9)	404,500	42,000	CO-OP	NA	300,000	*	Travel: 28,000 Telemkt: 1,310,400 Service Fee: 150,000	Magazine: 20,000 Newspaper: 100,000 Radio: 844,000 TV: 1,500,000 Outdoor: 24,000 (60%)
OK	1,334,900	91,101	141,651	82,500/ 482,620** (29)	660,934	40,304	80,646	20,310	321,300	NA/ 137,438	Travel: 55,522	Magazine: 81,686 Newspaper: 200,000 Radio: 150,000 Outdoor: 15,120 Other: 35,814 (10%)
OR	277,254	65,000	42,881	80,000/ 380,000 (35)	342,637	15,000	15,000	8,700	NA	NA/ 44,000	Travel: 17,000	Magazine: 200,000 Newspaper: 100,000 Radio: 80,000 (None)

10. Breakdown of 1984-85 Budget (By Dollar Amounts)

State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising Production/ Media Purchase (rank)	Printing & Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction/ Operation	Other	11. Advertising Breakdown by Medium and Dollars 1984-1985 (Percent in-State)
PA	953,000	60,000	60,000	305,000/ 1,700,000 (12)	732,000	15,500	31,500	75,000	3,900,000	NA/ 4,000	Travel: 24,000	Magazine: 540,000 Newspaper: 70,000 Radio: 150,000 TV: 940,000 (38$)
RI	316,000	32,000	82,500	125,000/ NA (46)	120,000	Not Avail.	Not Avail.	*	33,000	NA/ 10,000	Travel: 6,500	Magazine: 65,000 Newspaper: 60,000 (NA)
SC	1,119,644	6,000	129,500	70,000/ 930,000 (20)	525,000	50,000	10,000	7,000	1,200,000	NA/ 145,000	Travel: 65,000 Canada Fstval: 65,000 Europe Market: 95,000 Special Entities: 936,700	Magazine: 490,000 Newspaper: 45,000 TV: 390,000 Other: 5,000 (None)
SD	525,099	22,432	29,642	65,028/ 587,358 (23)	400,855	40,000		NA	50,000	NA/ 10,000	Travel: 56,000 Telephne: 87,451* Postage: 115,763*	Magazine: 275,000 Newspaper: 30,000 Radio: 10,000 TV: 180,000 Other: 92,358 (5$)
TN	757,300	106,400	37,600	100,000/ 1,630,029 (13)	606,300	118,171	30,000	20,000	225,000	NA/ 3,452,100	Travel: 87,300 Discretionary: 63,800	Magazine: 357,069 Newspaper: 206,000 TV: 1,056,960 Other: 10,000 (5$)
TX HWYS	NA	NA	NA	NA/ NA	1,214,420	NA	NA	NA	NA	NA/ 1,619,064	NA	NA
TX TOUR	316,792	NA	59,544	212,600 1,084,579 (17)	NA	122,600	68,125	107,000	NA	NA/ NA	Travel: 55,000 Annual Conf Cmnty Dvlpmnt Mmbrshps: 15,000	Magazine: 1,000,000 Newspaper: 84,579 (10$)

10. Breakdown of 1984-85 Budget (By Dollar Amounts)

State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising Production/ Media Purchase (rank)	Printing & Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction/ Operation	Other	11. Advertising Breakdown by Medium and Dollars 1984-1985 (Percent In-State)
UT	300,000	27,000	166,400	45,000/ 1,387,600 (16)	399,200	36,000	110,000	50,000	135,000	50,000/ 150,000	Travel: 29,000	Magazine: 650,000 Radio: 75,000 TV: 542,600 Outdoor: 120,000 (None)
VA	NA	NA	1,248,235	NA/ 2,542,730 (10)	635,480	5,000	30,000	15,000	NA	NA/ 843,500	Travel: NA	Magazine: 325,000 Newspaper: 20,000 TV: 2,197,730 (None)
VT	439,000	35,000	91,800	50,000/ 334,000 (37)	224,000	5,000	4,000	1,000	190,000	NA*	Travel: 11,500	Magazine: 180,000 Newspaper: 109,000 Radio: 45,000 (None)
WA	524,272	49,290	76,409	82,090/ 514,318 (25)	260,000	38,241	NA	40,000	750,000*	NA/ 82,656	Travel: 71,000	Magazine: 514,318 (5%)
WY	446,148	56,290	47,281	590,000 (26)	217,981	43,611	NA*	15,000	226,248	NA	Travel: 41,823	NA (Unknown)
WI	717,000	NA	99,800	NA/ 580,000 (27)	231,000	30,000	13,000	NA	60,000	NA/ 258,000	Travel: 28,000	Magazine: 52,000 Newspaper: 181,000 Radio: 202,000 TV: 145,000 (None)
WV	382,215	55,095	75,000	40,000/ 520,415 (30)	497,448	200,757	Incl In Promo	3,000	147,000	NA	Travel: 147,303	Magazine: 350,000 Newspaper: 25,000 Radio: 25,000 Outdoor: 50,000 Other: 70,415 (None)
AS	150,000	12,000	20,000	5,000/ 35,000 (3)	20,000	20,0000	5,000	NA	NA	NA/	Travel: 27,000 Cnvntion Center Opera: 34,000	Magazine: 30,000 Other: 5,000 (None)

	10. Breakdown of 1984-85 Budget (By Dollar Amounts)											11. Advertising Breakdown by Medium and Dollars 1984-1985 (Percent In-State)
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising Production/ Media Purchase (rank)	Printing & Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction/ Operation	Other	
GU	445,018	79,192	161,894	NA/ 482,967 (1)	104,274	371,145	72,958	15,000	NA	NA/ 49,000	Travel: 33,191 In-Kind/ Mmbrshp: 385,361 Cmmnty Prjcts: 100,000	Magazine: 205,404 Newspaper: 4,000 Radio: 27,739 TV: 175,747 Outdoor: 49,565 Other: 20,512 (None)
CM	297,500	NA	28,500	48,100 (2)	Incl In Advtsng	Incl In Advtsng	Incl In Advtsng	NA	NA	NA/ 44,000	Cmmnty Prjcts: 31,600 Fixed Assets: 11,300 Travel: 56,000	NA (None)

State	Promotion Budget Allocation 1984-85			15. Number of Shows Participating In, 1984-85	Foreign Advertising Allocation		
	12. Development of Package Tours	13. Solicitation of Conventions	14. Participation in Travel Shows		16. 1984-85 Allocation	17. By Medium and Dollars	18. By Nation and Dollars
AL	None	None	None	None	None	NA	NA
AK	45,000	175,000	45,000	13-15	220,900	Magazines: 158,900 In Flight Ads: 50,000 Direct Mail 12,000	Canada: 98,000 United Kingdom: 6,000 Germany: 24,000 Japan: 36,900 All Others: 6,000 In-Flight: 50,000
AZ	5,000	None	30,000	17	43,000	Magazines: 23,000 Other: 20,000	Canada: 23,000 Japan, Germany, France: 20,000
AR	26,800	Incl In Package Tours	35,000	5	None	NA	NA
CA	None	None	None	5	None	NA	NA
CO	20,000	None	38,280	12	None	NA	NA
CT	30,000	None	9,000	3+	3,500	Magazines: 3,500	Canada: 3,500
DE	Not Avible	Not Avible	Not Avible	Not Avible	None	NA	NA
DC							
FL	None	80,000	238,000	93	370,000	Magazines: 70,000 TV: 130,000 Other 170,000	Canada: 187,000 United Kingdom: 104,000 Germany: 10,000 Other Countries: 69,000
GA	10,000	70,500	30,000	7	60,000	NA	Canada: 60,000
HI	None	128,000	92,000	52	75,000	Magazines: 75,000	Japan: 55,000 Other Countries: 20,000
ID	5,000	None	None	None	None	NA	NA
IL	None	None	None	None	None		
IN	None	50,000	375	1	None	NA	NA
IA	11,000	None	4,350	6	None	NA	NA
KS	5,000	2,500	12,000	12	None	NA	NA
KY	65,000	5,000	40,000	15	None	NA	NA
LA	35,000	None	15,000	15-18	None	NA	NA

State	Promotion Budget Allocation 1984-85				Foreign Advertising Allocation		
	12. Development of Package Tours	13. Solicitation of Conventions	14. Participation in Travel Shows	15. Number of Shows Participating in, 1984-85	16. 1984-85 Allocation	17. By Medium and Dollars	18. By Nation and Dollars
ME	3,000	1,000	3,000	2	8,550	Newspapers: 8,550	Canada: 8,550
MD	None	None	26,000	16	None	NA	NA
MA	None	None	25,000	8	None	NA	NA
MI	20,000	618,400	25,000	6	None	NA	NA
MN	15,000	20,000	10,000	6	None	NA	NA
MS	None	None	None	None	None	NA	NA
MO	Unknown	None	20,000	3	None	NA	NA
MT	65,000	3,000	17,000	8	99,365	TV: 70,307 Outdoor: 29,058	Canada: 99,365
NE	None	4,000	3,500	3	None	NA	NA
NV	None	None	None	None	36,196	Magazines: 36,196	Canada: 36,196
NH	None	None	15,000	4	Unknown	NA	NA
NJ	10,800	None	30,251	10-12	None	NA	NA
NM	25,000	None	8,900	40	15,000	Magazines: 15,000	Canada: 5,000 United Kingdom: 5,000 Japan: 5,000
NY	220,000	100,000	115,000	30	None	NA	NA
NC	25,000	60,000	None	None	150,000	Newspapers: 150,000	Canada: 30,000 United Kingdom: 120,000
ND	15,000	10,000	10,000	4	40,000	Magazines: 15,000 Newspapers: 25,000	Canada: 40,000
OH	25,200	840	15,960	10	None***	NA	NA
OK	8,000	48,750	29,700	12	7,000	Magazines: 5,500 Newspapers: 1,500	Canada: 1,000 United Kingdom: 6,000
OR	None	None	None	None	60,000	Magazines: 60,000	Japan: 60,000

State	Promotion Budget Allocation 1984-85			15. Number of Shows Participating in, 1984-85	Foreign Advertising Allocation		
	12. Development of Package Tours	13. Solicitation of Conventions	14. Participation in Travel Shows		16. 1984-85 Allocation	17. By Medium and Dollars	18. By Nation and Dollars
PA	60,000	75,000	30,000	12	20,000	Trade Magazines: 20,000	Canada: 12,000 United Kingdom: 8,000
RI	Unknown	Unknown	Unknown	2	Unknown	NA	NA
SC	10,000	None	50,000	13	60,000	Magazines: 4,000 Newspapers: 10,000 TV: 26,000 Trade: 20,000	Canada: 40,000 United Kingdom: 8,500 Germany: 9,000 Other Countries: 2,500
SD	20,000	10,000	20,000	6	None	NA	NA
TN	50,000	35,000	10,000	8	None	NA	NA
TX HWY	None	None	None	None	None	NA	NA
TX TOUR	25,000	None	32,300	6	108,459	Magazines: 36,656 Newspapers: 26,803 TV: 45,000	Canada: 80,139 Mexico: 14,685 United Kingdom: 13,635
UT	36,000	None	6,000	9	25,000	Regional Promotion: 25,000	Germany: 3,000 France: 3,000 Japan: 10,000 Other Countries: 9,000
VT	None	None	None	None	None	NA	NA
VA	60,000	None	8,000	7	None	NA	NA
WA	None	None	30,000	15-20	None	NA	NA
WV	NA	Unknown	12,000	22	None	NA	NA
WI	8,000	None	9,000	5	2,500	Magazines: 2,500	Japan: 2,500
WY	25,000	25,000	20,000	6	None	NA	NA
AS	1,000	1,000	10,000	6	5,000	Magazines: 3,000 Newspapers: 500 Trade Shows: 1,500	Canada: 1,500 Other Countries: 3,500
GU	None	None	76,700	7	502,967	Magazines: 205,404 Radio: 4,000 Newspapers: 27,739 TV: 195,747 Promotions: 49,565 Coop - Promo Advertising: 20,512	Canada: 8,786 Japan: 466,181 Other Countries: 28,000
CNMI	None	None	None	None	None	NA	NA

State	Foreign Promotion		Foreign Press and Public Relations		
	19. 1984-85 Allocation	20. By Nation and by Dollar	21. 1984-85 Allocation	22. By Nation and by Dollar	23. Additional Comments
AL	None	NA	None	NA	
AK	$565,100*	Canada: 143,000 United Kingdom: 8,000 Germany: 153,400 Japan: 152,700 All other countries: 8,000 Special Promo: 100,000	$67,000	Germany: 40,800 Japan: 26,800	*Includes a special promotion fund of $100,000 which cannot be allocated by country
AZ	$30,000	United Kingdom, Germany, France, Japan: 30,000	None		
AR	None	NA	None	NA	* An additional $120,000 World's Fair special grant not included in budget total.
CA	None	NA	Unknown	NA	
CO	45,000	Japan: 13,000 All other countries: 32,000	None	NA	*Tourism tax is .01 of 1% on tourist related business. ** Includes agency fee for 800 number answering service (for participation in Foremost West) ***Includes $32,000 for participation in Foremost West.
CT	3,500	Canada: 3,500	None	NA	* There is a $1.5 million support from regional tourism districts.
DC					
DE	None	NA	None	NA	* This is included in our entire contractual service line, which is broken down by the details listed. ** Have not yet been determined for fiscal year 1985.
FL	282,000	Canada: 90,000 United Kingdom: 90,000 Germany: 10,000 All other countries: 92,000	25,000	Canada: 10,000 Mexico: 1,000 United Kingdom: 3,000 Germany: 3,000 France: 2,000 All other countries: 6,000	
GA	30,000	Canada: 30,000	30,000	Canada: 30,000	
HI	351,700	Canada: 50,000 United Kingdom: 40,000 Japan: 146,700 All other countries: 115,000	None	NA	
ID	None	NA	None	NA	
IL	20,000	Japan: 20,000	None		This fiscal year we are analyzing our marketing plans for promotions in the foreign market. We intend to follow through on promotions done in Japan. We plan to advertise in the foreign markets next fiscal year, if possible. We do have offices in Brussels, Hong Kong and San Paulo which disseminate information on our programs.

State	Foreign Promotion		Foreign Press and Public Relations		
	19. 1984-85 Allocation	20. By Nation and by Dollar	21. 1984-85 Allocation	22. By Nation and by Dollar	23. Additional Comments
IN	None	NA	None	NA	* Matching funds of $100,000 not part of operating budget. ** Construction expenditures included in a separate budget.
IA	None	NA	None	NA	
KS	None	NA	None	NA	
KY	None	NA	None	NA	
LA	150,000	NA	Formulating plan.	NA	
ME	None	NA	None	NA	* $110,000 was donated television and radio time. ** Includes agency fees. *** Includes $50,000 for N.E. vacation office.
MD	None	NA	None	NA	
MA	None	NA	None	NA	
MI	None	NA	None	NA	
MN	40,000	Canada: 10,000 United Kingdom: 10,000 Germany: 7,000 Japan: 3,000 All other countries: 10,000	2,300	Canada: 2,000 Germany: 300	
MS	None	NA	None	NA	FY 84-85 promotion budget has primary goal of continued full operation of Mississippi's pavilion at the 1984 Louisiana World Exposition.
MO	None	Na	None	NA	
MT	100,000	Canada: 100,000	None	NA	* Estimate does not include private sector contributions.
NE	None	NA	None	NA	
NV	None	NA	None	NA	* Unable to determine budget allocations for different divisions in the department.
NH	Unknown	NA	None	NA	* State Highway Department is responsible for welcome centers. ** Not included in our budget. *** No percentage, $30,000 plus barter.
NJ	None	NA	None	NA	

State	Foreign Promotion		Foreign Press and Public Relations		
	19. 1984-85 Allocation	20. By Nation and by Dollar	21. 1984-85 Allocation	22. By Nation and by Dollar	23. Additional Comments
NM	None	NA	None	NA	* Special projects for highway signing and education. ** Special appropriation.
NY	300,000*	NA	None	NA	The entire $300,000 is spent on cooperative marketing programs with airlines resulting in about $2 million in advertising time acquired in cooperative advertisements using the "I Love New York" theme.
NC	25,000	Canada: 25,000	None	NA	
ND	5,000	United Kingdom: 2,000 Germany: 2,000 All other countries: 1,000	None	NA	
OH	NA	NA**	NA**	NA	** Fam tours, travel shows and international public relations program for Canada only, excluding the Great Lakes marketing effort. *** Participant in the Great Lakes Cooperative Marketing Program. * Included in the Ohio Department of Transportation's budget.
OK	32,000	Canada: 12,000 United Kingdom: 20,000	6,000	Canada: 2,000 United Kingdom: 4,000	Budget reductions have reduced Oklahoma's six international promotional programs to only Canada and the United Kingdom. * Had an additional $130,000 for trade out advertising with media which is not part of the state appropriation to the department. ** Have an additional $120,000 for trade out advertising with media.
OR	65,330	United Kingdom: 17,000 Germany: 18,330 Japan: 30,000	11,000	United Kingdom: 2,860 Germany: 3,080 Japan: 5,060	
PA	36,000	Canada: 22,400 United Kingdom: 12,000 Germany: 1,600	2,000	Canada: 1,250 United Kingdom: 750	
RI	None	NA	None	NA	* Included in Research Division's budget.
SC	120,000	Canada: 45,000 United Kingdom: 20,000 Germany: 50,000 All other countries: 5,000	Included in promotion budget	NA	
SD	None	NA	None	NA	* Both for inquiry solicitation and generation.
TN	7,000	Canada: 3,500 All other countries: 3,500	1,000	Canada: 1,000	* Includes personal services.

State	Foreign Promotion		Foreign Press and Public Relations		
	19. 1984-85 Allocation	20. By Nation and by Dollar	21. 1984-85 Allocation	22. By Nation and by Dollar	23. Additional Comments
TX HWY	None	NA	None	NA	* As a division of the State Department of Highways & Public Transportation, Budget is derived from the same sources that support the departments which are constitutionally committed highway-user revenues, plus some additional general revenues. Budget categories of the Travel and Information Division. TDHPT, can be only partly equated with these breakdowns.
TX TOUR	36,000	Canada: 24,000 Mexico: 4,000 United Kingdom: 4,000 Germany: 4,000	7,000	France: 7,000	** Increases to 4$ October 2, 1984
UT	30,000	Germany: 3,000 France: 3,700 Japan: 15,000 All other countries: 9,000	None	NA	$150,000 allocated for welcome center operation is included in other programs.
VT	None	NA	None	NA	* Included in overall budget.
VA	None	NA	None	NA	Most tourist advertising and promotion in foreign markets is achieved through cooperative efforts with the George Washington Country and Travel South regions.
WA	60,000	NA	None	NA	* $300,000 of co-op advertising/matching funds is expected to go towards brochure production.
WV	None	NA	None	NA	* Responsibility of the communications division.
WI	7,000	Germany: 4,000 Japan: 3,000	None	NA	
WY	25,000	Canada: 5,000 United Kingdom: 5,000 Germany: 5,000 Japan: 5,000 All Other Countries: 5,000	Included in Promo Budget	NA	* All Travel (Staff & Guests) is include in the travel budget. Purposes include Administration, Travel Shows, Familiarization Tours, Travel Writer Tours, etc.
AS	25,000	Canada: 5,000 United Kingdom: 1,000 Germany: 1,000 France: 1,000 All other countries: 17,000	3,000	Canada: 1,000 All other countries: 2,000	We target U.S., Canada, Australia, and New Zealand. * Unable to determine budget allocations for different division in department.
GU	279,523	Germany: 15,000 Japan: 197,523 All other countries: 67,000	30,000	Canada: 5,000 United Kingdom: 5,000 Germany: 5,000 All other countries: 15,000	* Twenty percent of budget derived from memberships.
CM	None	NA	None	NA	* Reflects actual in-kind contributions received for FY84.

State	1. Current Travel Promotion Theme or Slogan	2. Cities Out-of-State in Which Information Centers are located	3. Foreign Cities or Countries in Which Travel Office is Represented	4. Cities in Which Information Centers, Other than Highway Welcome Centers are Located	5. Official Name of Periodic State Travel Conference	6. When was it/ Will it be Held in 1984
AL	Alabama the Beautiful- The Way To Go and The Beautiful People of Alabama	None	None	Birmingham Montgomery Mobile Enterprise	Alabama Hospitality & Tourism Conference	April 15-17
AK	Once you've gone to Alaska, you never come all the way back.	None	Breman, West German Tokyo, Japan	None	Alaska Visitors Association Annual Conference*	September 26-29
AZ	Arizona Evergrand	None	None	None	Annual Arizona Governor's Tourism Symposium (Regional)	October-November
AR	Arkansas. . . is a natural	None	Brussels, Belgium (industrial only)*	Little Rock	Governor's Conference on Tourism	March 11-13
CA	Being developed	None	None	Sacramento	Governor's Conference on Tourism* I	March 1985
CO	Guess I'd Rather Be in Colorado	None	None	None	Colorado Tourism Conference	April 17-19, 1985
CT	Better Yet Connecticut	New England Vacation Center* New York City	Frankfurt, Germany, Tokyo, Japan	Windsor Locks Mystic Clinton Litchfield New Haven Canaan	Governor's Conference on Connecticut Tourism	March, 1985
DE	Delaware . . . Small Wonder	None	None	Wilmington Dover Milford Smyrna Rehoboth Beach/ Lewes	Governor's Conference on Tourism & Recreation	NA
DC	Washington is a Capital City	None	None	None	None	NA
FL	Florida: When You Need it Bad, We've Got it Good	None	Toronto, Canada London, England Frankfurt, Germany Latin America	Tallahassee Coral Gables	Florida Governor's Conference on Tourism	September 12-14
GA	Nobody Treats You Better Than Georgia	None	Brussels, Belgium Tokyo, Japan Toronto, Canada	Atlanta airport	Georgia's Governor's Tourism Conference*	September 18-20
HI	The Hawaiian Islands: Where The World Wants To Be "Hawaii . . . Come for the Beauty Stay for the People."	Regional Offices: New York Chicago San Francisco Los Angeles Convention Office: Washington, DC	Tokyo, Japan Hong Kong Australia New Zealand England	None	1984 Governor's Tourism Conference	December 10-11
ID	Idaho, the Great Get Away	None	None	None	State Tourism Conference	May 10-11

State	1. Current Travel Promotion Theme or Slogan	2. Cities Out-of-State in Which Information Centers are located	3. Foreign Cities or Countries in Which Travel Office is Represented	4. Cities in Which Information Centers, Other than Highway Welcome Centers are Located	5. Official Name of Periodic State Travel Conference	6. When was it/ Will it be Held in 1984
IL		None	Brussels, Belguim San Paulo, Hong Kong Osaka, Japan	Chicago Springfield Marion	Governor's Conference on Tourism	May, 1985
IN	Wander Indiana	None	Tokyo, Japan	Evansville* Terre Haute Richmond Indianapolis Clark-Floyd counties	Lt. Governor's Conference on Tourism	January 30-31
IA	Iowa, Come Explore the Heartland	None	Frankfurt, West Germany	None	Iowa Tourism Conference	October 3-4
KS	Kansas . . . Land of Ah's Ah. . . Kansas!	None	None	Topeka	Governor's Conference on Tourism	July 22-24
KY	Oh! Kentucky . . . Make this time the best time	None	None	None	Spring Travel Conference Fall Travel Conference	March October
LA	Louisiana, A State of Excitement	None	None	New Orleans Baton Rouge	Governor's Conference on Tourism	October
ME	The Great Escape	New York City	None	None	Governor's Conference on Tourism	September 28-29
MD	Capture A Maryland Memory	None	None	None	Governor's Tourism Conference	October 21-23
MA	The Spirit of Massachusetts Is the Spirit of America	New England Vacation Center, New York City	None	56 cities & towns*	NA	NA
MI	YES MICHIGAN	Chicago	Brussels, Belgium Tokyo, Japan	None	Governor's Conference on Tourism	May 14-15
MN	Explore Minnesota	None	None	St. Paul	Governor's Conference on Tourism	December
MS	It's Yours in Mississippi	None	None	Natchez Greenville	Governor's Conference on Tourism	NA
MO	Wake Up to Missouri	None	Japan Germany	Jefferson City	Missouri Tourism Conference	September 5-6
MT	Montana Naturally Inviting!	None	None	None	Governor's Conference on Travel	Spring 1985
NE	Nebraska . . . Discover the Difference	None	None	None	Annual Governor's Travel Industry Conference	March 27-29
NV	Nevada's Got It. Come and Get It	None	None	None	Governor's Conference on Tourism	October 2-3
NH	Bring the Family	New England Vacation Center, New York City	None	Concord	New Hampshire Travel Council Annual Governor's Conference on Tourism	May 31, 1985

State	1. Current Travel Promotion Theme or Slogan	2. Cities Out-of-State In Which Information Centers are located	3. Foreign Cities or Countries in Which Travel Office is Represented	4. Cities in Which Information Centers, Other than Highway Welcome Centers are Located	5. Official Name of Periodic State Travel Conference	6. When was it/ Will it be Held in 1984
NJ	New Jersey and You. . . Perfect Together	None*	Canada	Over 100; Chambers of Commerce, etc.	Governor's Conference on Tourism	Spring
NM	Land of Enchantment	None	None	None	Governor's Conference on Tourism & Travel	April 24-26
NY	I Love New York	None	London, England Toronto, Canada Montreal, Canada Tokyo, Japan	Albany Manhattan Buffalo Lake Placid Kingston Long Island (Jericho, NY)	I Love New York Tourism Conference	April
NC	Variety Vacationland	None	None	None	Governor's Conference on Travel & Tourism	Late April
ND	We Have A Place for You	None	None	None	Governor's Conference on Tourism	May 17-18
OH	Ohio...the Heart of it all	None	Belgium Japan	Cincinnati Marietta Logan Cambridge Mansfield Lebanon Sandusky Toledo	Ohio Travel Association Conference	October 24-25
OK	On to Oklahoma! America's Frontier Lake State	None	None	None	Governor's Tourism & Recreation Industry Conference	February 17-19
OR	Oregon-Sharing the Best	None	None	None	Oregon Travel Conference	Early 1984
PA	You've Got A Friend in Pennsylvania	None	United Kingdom Germany France Mexico Japan	Harrisburg & in 58 Tourist Promotion Agencies	Governor's Conference on Travel	September 9-11
RI	Being Developed	New England Vacation Center- New York City	None	Warwick	Governor's Conference on Tourism	October 10
SC	Come See S. C.	None	Frankfurt, W. Germany Brussels, Belgium	Columbia	South Carolina Governor's Conference on Travel	February 7-9
SD	Feel Free Again in South Dakota	None	None	Rapid City Keystone Watertown Mitchell Wall Milbank Custer Sturgis Mobridge Belle Fourche	Governor's Tourism Conference	Late January
TN	New theme being developed	None	None	None	Governor's Conference on Tourism	September
TX HWYS	The Friendship State	None	None	Austin	Texas Travel Councelors Conference	April 16-20

State	1. Current Travel Promotion Theme or Slogan	2. Cities Out-of-State in Which Information Centers are Located	3. Foreign Cities or Countries in Which Travel Office is Represented	4. Cities in Which Information Centers, Other than Highway Welcome Centers are Located	5. Official Name of Periodic State Travel Conference	6. When was it/ Will it be Held in 1984
TX TOUR	Explore the Republic of Texas	None	None	None	Texas Conference on Tourist Development	September 20-21
UT	The Greatest Snow on Earth Best of the West	None	Brussels, Belgium	None	Annual Governor's Conference on Tourism	March 27-28
VT	Vermont. A Special World	New York City	Montreal, Canada	Thru subsidy to 30 Community centers, operated primarily in summer/fall seasons.	None	NA
VA	Virginia. Exciting Times Every Time	New York City	None	Richmond New York	Governor's Travel & Tourism Conference	March 7-8, 1985
WA	See America's Other Washington - The State	None	Tokyo, Japan	None	Washington State Governor's Conference on Tourism	October 11-13
WV	Wild Wonderful West Virginia	None	None	None	Governor's Conference on Tourism	October
WI	Escape To Wisconsin	Chicago	Frankfurt, West Germany	Madison	None	NA
WY	Big Wyoming - Picture Perfect Wyoming Is What America Was Wyoming . . . A Natural Pleasure	None	None	None	Tri-State Tourism Conference	May 18-19
AS	Share Samoa's Splendor	None	Sydney, Australia	None	None	NA
CH	The Western Pacific's Exciting New Star	None	Tokyo, Japan Hong Kong	None	None	NA
GU	"Gateway to Micronesia"	Fort Wayne*	Tokyo, Japan	None	ASTA, PATA, Pow Wow	PATA - March ASTA - November Pow Wow - May
VI	American Paradise	San Juan New York Miami Washington, DC Chicago Los Angeles	Toronto, Canada London, England Frankfurt, Germany Copenhagen, Denmark	Charlotte Amalie Christiansted Frederiksted Cruz Bay	None	NA

State	7. Toll-Free Telephone Number for Travel Information Inquiries	8. Additional Comments
AL	In-state: 1-800-392-8096 Out-of-state: 1-800-ALA-BAMA	
AK	None	
AZ	None	
AR	In-state: 800-482-8999 Out-of-state: 800-643-8383	*This is operated by the Arkansas Industrial Development Commission. Our primary goal is the placement of foreign manufacturing concerns in Arkansas. It also deals with agricultural product sales and occasionally with tourism promotion.
CA	None	*We endorse the Western Tourism Conference, sponsored by the Western Association of Convention & Visitors Bureaus.
CO	None	Being established.
CT	In-state: 800-842-7492 Out-of-state: 800-243-1685 (ME-VA Only)	*We share the New England Vacation Center with the other New England states. Promotion efforts also include a tourism film, a state-wide slide show, the developing of regional tourism councils, a welcome center at Bradley International Airport, joint New England promotion under auspices of New England Governor's Conference and a continuing effort to attract movie and television program production. Establishment of CT Film Commission by state legislature and employment of director of film location services. $12 million additional support for CT tourism promotion by 15 municipal tourism districts.
DC	None	
DE	In-state: 800-282-8667 Out-of-state: 800-441-8846	
FL	None	
GA	1-800-242-1520	*We participate in, but do not sponsor Georgia's Governor's Tourism Conference. This number is available for inquireies through TRAVEL SOUTH Magazine, otherwise, we are not using an 800 number at this time.
HI	None	
ID	Out-of-state: 800-635-7820	
IL	In-state: 800-252-8987 Out-of-state: 800-637-8560**	*These offices are primarily used for international trade; tourism involvement is limited. **Regional: Indiana, Iowa, Kentucky, Michigan, Minnesota, Missouri, Ohio, Tennessee, Wisconsin. Also have special 800 number for special promotions.
IN	In-state: 1-800-622-4464 Out-of-state 1-800-853-8073	
IA	None	
KS	None	
KY	In-state/out-of-state 800-225-TRIP	

State	7. Toll-Free Telephone Number for Travel Information Inquiries	8. Additional Comments
LA	Consumer 800-231-4730 Travel Industry: 800-535-8388	Both numbers are for out-of-state callers only.
ME	None	
MD	800-331-1750 Operator 250	For tourist inquiries only
MA	In-state: 1-800-632-8038 Out-of-state 1-800-343-9072**	*Most owned/operated by city/town Chamber of Commerce **Includes: Maine, New Hampshire, Vermont, Rhode Island, Connecticut, New York, Pennsylvania, New Jersey District of Columbia, Delaware, West Virginia and Virginia.
MI	In-state: 1-800-292-2520 Out-of-state: 1-800-248-5700 Seasonal Information (recordings) In-state: 800-292-5404 Out-of-state: 800-248-5708	Out-of-state WATS can be used by residents of Connecticut, District of Columbia, Delaware, Illinois, Indiana, Iowa, Kentucky, Maine, Maryland, Minnesota, Missouri, New Hampshire, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Rhode Island, South Dakota, Tennessee, Vermont, Virginia, West Virginia and Wisconsin.
MN	In-state: 800-652-9747 Out-of-state: 800-328-1461	
MS	In-state: 800-962-2346 Out-of-state: 800-647-2290	
MO	None	
MT	Out-of-state: 800-548-3390	
NE	In-state: 800-228-4307 Out-of-state: 800-742-7595	
NV	None	
NH	Out-of-state: 800-258-3608*	*For Maine, Vermont, Connecticut, Massachusetts, Rhode Island, New York and New Jersey only. This telephone, as well as a 24-hour taped toll number (603-224-2525) is currently used to give events of the week in New Hampshire. In autumn, it gives status of the foliage statewide and in winter, ski conditions are given -- all on 24-hour tape. In the event of a gas crisis, we go live part of the time and give gas availability for New Hampshire.
NJ	None	
NM	Out-of-state: 800-545-2040	
NY	In-state: 800-342-3810 1-800 CALL NYS	800-342-3810 will be discontinued at end of 1984. Massachusetts, Connecticut, Vermont, Maine, New York, Pennsylvania, Maryland, Ohio, Washington, DC.
NC	In-state: 1-800-334-1051 Out-of-state: 1-800-438-4404	

State	7. Toll-Free Telephone Number for Travel Information Inquiries	8. Additional Comments
ND	In-state: 1-800-472-2100 Out-of-state: 1-800-437-2077	
OH	National: 1-800-BUCKEYE	A national toll-free travel information number serving the 48 continental United States. As of April 1, 1984, 1-800-BUCKEYE expanded to meet the needs of the state's new campaign, "Ohio...The Heart Of It All!" Each travel counselor is equipped with a personal computer containing information about every travel attraction in the state including directions, admissions, hours of operation and additional details. The number of phone lines have been expanded from 8 to 15 to accommodate the increase in callers. Every caller has the opportunity to receive an Ohio Getaway Travel Planner, Calendar of Events, an Ohio Map and other requested brochure materials at no cost. Hours of operation are Monday-Friday, 8:00 a.m. - 9:00 p.m. and weekends & holidays, 8:00 a.m. - 6:00 p.m. To date, the 1-800-BUCKEYE lines have responded to over 200,000 calls for the months of May, June & July 1984. *International trade offices, travel component is currently being introduced.
OK	800-652-6552	This division provides public relations and publicity for all divisions of the Department especially parks, resorts, and planning and development, through media contacts, advertising, Oklahoma Today magazine, newsletter, speakers bureau, eleven traveler information centers, and a center for literature distribution. We also assist the Department in the solicitation of film and television producers for locating productions in Oklahoma. We have a convention solicitation program which works closely with convention facilities within the state. We also work with the Governor's Office on the "Keep Oklahoma Beautiful" program.
OR	Out-of-state: 1-800-547-7842	
PA	800-847-4872* 800-237-4363**	*For consumers. **Trade only.
RI	Out-of-state: 800-556-2434*	*Maine through Virginia except Rhode Island.
SC	None	*A toll-free number is used for an out-of-state television advertising campaign during the spring.
SD	In-state: 800-952-2217 Out-of-state: 800-843-1930 Fish & Snow Information: (In-state): 1-800-952-2217 (Out-of-state): 1-800-445-3474	South Dakota maintains a special toll-free number for fishing and snow information.
TN	None*	We do have two "Vacation Planning Specialists" who receive all the travel information calls. Our specialists have traveled the entire state and know every attraction and facility in Tennessee, making it easier to fulfill each traveler's vacation needs.
TX HWYS	None	
TX TOUR	None	
UT	None	
VT	None	
VA	None*	*In operation periodically in conjunction with certain advertising schedules.
WA	In-state: 1-800-562-4570 Out-of-state: 1-800-541-WASH	

State	7. Toll-Free Telephone Number for Travel Information Inquiries	8. Additional Comments
WV	Out-of-state: 800-624-9110	
WI	800-ESCAPES*	*Covers Wisconsin and surrounding states of Minnesota, Michigan, Northern Illinois and Iowa.
WY	Out-of-state: 800-443-2784	
AS	None	
CM	None	
GU	1-800-348-0842	Contact: Mr. Mike Musto, 2612 Woodward Avenue, Ft. Wayne, IN.
VI	None	

PRESS AND PUBLIC RELATIONS

State	1. Name of Public Relations or Press Information Officer	2. In What Organization Is That Person Located?	3. Is Majority of Publicity Directed Out-of-State?	4. Name of Published Newsletter	5. Frequency Newsletter Published	6. Is It Circulated to the Public?	7. Number of Press or Travel Writers Tour Conducted in 1983	8. How Many were planned for 1984?
AL	Robert Hardy Editorial Director	Alabama Bureau of Tourism and Travel	Yes	Alabama Travelgram	Quarterly	Yes	18	20
AK	Bill Marchese Information Officer	Travel Office	Yes	Alaska Travel Today	Bi-monthly	Yes	45	52
AZ	Steve Tripp Director Public Relations	Office of Tourism	Yes	Arizona Evergrand	Quarterly	No	60	75
AR	Tyler Hardeman Editorial Director	Travel Office	Yes	None	NA	NA	6	7
CA	Sharon Smith-Hansgen Communications Manager	Travel Office	Yes	California Tourism Developments	Quarterly	No (industry only)	2	2
CO	Kristin Murphy Publicity Director	Travel Office	50/50	Colorado Newsletter	Monthly	Yes	0	2
CT	Anthony A. Davenport Director of Communications	Other division: Communications	Yes	Tourism Newsletter	Monthly	No	4	6
DE	Catherine Wheeler	Travel Office	Yes	Travel Industry News	Monthly	No (industry only)	10	15
DC	Thomas Murphy	NA	Yes	None	NA	NA	2	1
FL	Debbie Geiger Assistant Bureau of Tourism Publicity	Travel Office	Yes	Sunliner	Monthly	Yes	19	20
GA	Hanna Ledford Director	Travel Office	Yes	None	NA	NA	80	95
HI	V. G. "Jerry" Panzo Director Public Relations	Travel Office	Yes	"Hawaii Profile"	Monthly	Yes	10	10
ID	Cari Wolfe	Idaho Travel Council Office	Yes	NA	Bi-monthly	Yes	2	2
IL	Lynda Simon	Tourism Dept. of Commerce and Community Affairs	(50/50)	None	NA	NA	4	to be determined
IN	Elaine Ervin Deputy Director	Tourism Division	Yes	Tourism Newsletter	Periodically	Yes	2	3
IA	Phil Thomas Director	Other division: Communications tion	No	None	NA	NA	None	1
KS	None	NA	No	Kansas... Land of Ah's	Every other month	Yes	2	3
KY	Jim Carroll Media Coordinator	Travel Development	Yes	None	NA	NA	3	None

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LA	Dennis Bryant	Travel Office	Yes	Louisiana Newsletter of the Office of Tourism	Quarterly Bi-monthly	No	4	5
ME	Don Bumpus	Travel Office	Yes	Maine Tourism Querterly Revelw	Quarterly	Limited	4*	6*
MD	Frank Kelly Information Officer	Travel Office	Yes	Maryland Travel Scene	Monthly	Yes	21	Not Available
MA	Mary Lee Dunn James Keeney	Public Information Office	50/50	None*	NA	Yes	None	Not Available**
MI	Al Sandner Acting Director Mktg. Promotion	Travel Office	Yes	Michigania	Quarterly	Yes	30	60
MN	Ginger Sisco Assistant Director	Travel Office	No	Minnesota Travel News	Monthly	No	6	6
MS	Ginger Croce Media Relations Coordinator	Travel Office	Yes	Impact	Bi-monthly	Yes	2	1
MO	Steve Kappler Public Information Officer	Travel Office	No	Missouri	Monthly	Yes	4	6
MT	Julie Davies Publicity Coordinator	Montana Promotion Division Dept. of Commerce	Yes	None	NA	NA	0	13
NE	Ron Green Public Information Officer	Other division: Public Information Office	No	Nebraska Economic Developments (NED)	Monthly	Yes	2	1
NV	David Toll	Commission on Tourism	Yes	Nevada's Got It	Quarterly	Yes (By mailing list only)	0	1
NH	David Lee Assistant Director Public Relations	Travel Office	Yes	New Hampshire Travel Council Newsletter*	Quarterly	No (Industry only)	2	Not Available
NJ	Deb Hunt Director, Public Information Tom Healey	Other division: Department of Commerce and Economic Development Bozell & Jacobs, Inc.	No	None	NA	NA	6	6
NM	Mike Pitel Travel Writer/ Editor	Marketing & Promotion Program, Economic Development and Tourism Dept.	Yes	Enchanted New Mexico Style	Monthly	No (Industry only)	3	3

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NY	Bern Rotman Director, Bureau cations of Communi-	Other division: Division of Publicity & Publications, Marketing (NYS Dept of Commerce)	50/50	Tourismemo Commerce Newsletter	Monthly Monthly	Yes Yes	15	20
NC	Don McLean Travel Editor	Travel Office	Yes	North Carolina Travel Report	Quarterly	Yes	Not Available	Not Available
ND	LaRue Laub Special Projects Coordinator	Travel Office	Yes	North Dakota Travel News	Quarterly	Yes	2	2
OH	Jan Parlser Public Relations Coordinator	Ohio Office of Travel and Tourism	35	The Buckeye	6 times per/year	Ohio Travel Industry	None	1
OK	Lynette Duggan Adv./Promotions Manager	Travel Office	No	Oklahoma Tourism News	Quarterly	Yes	4	6
OR	Frank P. Howard Information Services Manager	Tourism Division	Yes	NA	Quarterly	Yes (Travel Industry and media)	4	9
PA	Sally Moore Chief	Travel Office Division of Public Relations	Yes	Between Friends	Monthly	Yes	0	1
RI	Thomas McCaghren Public Information Officer	Director's Office	Yes	Ded-Line	Quarterly	Yes	3	3
SC	Cherie Had Manager of National News & Information	Travel Office	Yes	None	NA	NA	12	10-15
SD	Vacant Editor	Dept. of State Development	Yes	None	NA	NA	8	20
TN	Don Wick	Travel Office	No	Traveler	Bi-monthly	Yes (Press & state travel industry)	4	4
TX HWYS	Richard H. Pierce Editor Tourist Literature	State Highway Department	No	Texas Travel Log	Monthly	Yes	None*	None*
TX TOUR	Richard McCune Chief of Media Relations	Travel Office	No	Newsletter	Monthly	Yes	2	4
UT	Paula Randolph Media Director	Travel Office	Yes	Utah Traveler	Quarterly	Yes	10	12
VT	Russell Smith Information Officer	Travel Office	Yes	No	NA	NA	2*	2*
VA	Duties shared by administrative staff members	Travel Office	Yes	Travelog	Monthly	Yes	19	25
WA	Tom Stilz	Travel Office	Yes	Washington Update	Every other month	Yes	5	10

State	1. Name of Public Relations or Press Information Officer	2. In What Organization is That Person Located?	3. Is Majority of Publicity Directed Out-of-State?	4. Name of Published Newsletter	5. Frequency Newsletter Published	6. Is it Circulated to the Public?	7. Number of Press or Travel Writers Tour Conducted in 1983	8. How Many were planned for 1984?
WV	Becky Kimmons Information Representative	Other division: Advertisng/ Communications	Yes	None	NA	NA	2	2
WI	Gary Knowles	Bureau of Communi-cation Services	No	Escape to Wisconsin	Quarterly	Yes	4	5
WY	Kathy Carley Chief, News and Information	Travel Office	Yes	Travelog	Monthly	No	5	4
AS	None	None	Yes	None	NA	NA	None	None
CM	None	NA	Yes	Marianas Visitors Bureau Newsletter	Quarterly	No	40	50*
GU	Dorothy M. S. Perez	Travel Office	No	Hafa Adai	Monthly	Yes	20	30*
VI	Carter Hague Director Public Relations	Other division: Department of Commerce	Yes	None	NA	NA	70	60

State	9. Additional Comments
AL	The exclusive goal of this bureau is the full and complete development of the state's tourism industry, so that Alabama and Alabamians may realize the full potential of tourism's contribution to the state's economy and its quality of life. Tourism-related businesses during 1985 generated in excess of $2.9 billion within the state, making it Alabama's largest single industry and providing employment for more than 65,000 Alabamians. The bureau's continuing development of tourism will result in more jobs for Alabamians, a more flourishing state economy, and the upgrading of cities, townships, and tourist sites throughout the state. The addition of one more full time, year round welcome center will provide more incentives for travelers to visit Alabama. The bureau's record setting rate of return on investment in 1985 -- $2.3 million invested, generated $2.9 billion in expenditures.
AR	Annual promotion tours or "blitzes" are held by the Department of Parks and Tourism in conjunction with the Arkansas Tourism Development Foundation. These are either bus or plane trips to a city considered key in the Arkansas travel market. A reception and/or dinner for media people, travel agents, tour brokers and community leaders is a main feature along with personal calls on many of these people.
CA	Office coordinates fam tours for media upon request. Media fam tours will be part of public relations firm functions. We have acquired a Public Relations Firm: Manning, Selvage & Lee, Inc.
CT	For the first time, the Tourism Division hosted a group of travel writers (fam tour) from the Mid-West, in addition to groups from the New York area and foreign markets. Planning outreach to additional foreign travel editors for fam tours and looking at southern and midwestern states as potential market for CT tourism.
DE	We bring in travel writers individually for the most part.
IL	Lynda Simon, Managing Director, works with Public Relations agency to disseminate information on tourism promotions and special events and advertising campaign news releases.
ME	*These are planned, invitational tours and do not include custom itinerary development provided to scores of journalists and trade people upon request.
MA	*Newsletter is in planning stages. **In conjunction with tourist councils.
MI	Much of the bureau's press and public relations energies in 1984 and 1985 are directed to planning and promoting the 1985 convention of the Society of American Travel Writers--the organization's first meeting in the United States in six years and the first on the mainland since 1979. In 1984 the bureau revamped its outdoor and travel press mailing lists, expanding it nationwide. The state hosted the largest-ever (more than 625 participants) convention of the Outdoor Writers of America in 1984--which generated scores of familiarization tours reflected in the tour statistics.
MO	As budget allows, the Division of Tourism is expanding its press and public relations staff/services. In the near future, the division also hopes to contract with a professional public relations firm for assistance on specific, major promotion projects.
NH	*The newsletter is published by the New Hampshire Travel Council, of which we are a member. We are able to place pertinent information in the newsletter which is circulated for all firms and organizations involved in New Hampshire tourism, including the New Hampshire legislature. Rather than formalized FAM trips (except for international writers) we try to meet the needs of individuals or groups setting schedules and timing to meet their individual needs.
NY	We retain public relations firms in New York and London. An extensive collateral program is produced in-house.
OH	A public relations program has been developed to support and maximize the efforts of the major marketing campaign, "Ohio...The Heart Of It All!" The free media plan developed includes a speakers bureau, media relations on an ongoing basis to television and radio stations around the state including the contiguous states to Ohio, a travel writers program including scheduled familiarization tours, photography availability and travel feature story availability. A travel writers manual will be available in the Spring '85. Videotapes are also available with the state's new tourism theme song.
OK	Media support of the department's programs has always been excellent. A successful N.C.S.A. program has been initiated with the Oklahoma Association of Broadcasters and, public service announcement frequency has increased dramatically. A similar program with the Press Association will begin in the fall. News releases and a quarterly newsletter are produced by the department and programs for expanding the length and frequency of feature articles produced for statewide and regional publication have already been initiated. A fam tour for regional and national travel writers will be hosted in the fall of 1984.
SD	A key effort of South Dakota tourism is hosting outdoor and travel writers, AAA counselors, tour operators; and a new emphasis is being placed on conventions.

State	9. Additional Comments
TX HWYS	*See separate response of the Texas Tourist Development Agency.
VT	*Handled by private sector through matching grant program.
WA	Emphasis on feature story submission and supplying of print collaterals and visual aids to tour wholesalers, tour operators and travel writers; help with itinerary planning and arrangements.
OH	The Managing Director coordinates the activities for public relations.
GU	*The number arranged at this time.

RESEARCH

State	1. Staff Member Responsible for Travel Research	2. Is This His/Her Full-time Responsibility?	3. College /University Faculty Member (Cost)	Other Travel Research Activity		6. Cost of Research
				4. Employee in Another State Government Agency?	5. Research Group Employed in Past 12 months	
AL	Robert S. Hardy Editorial Director	No	Dr. James W. Adams Department of Mktg. & Transportation Auburn University (NA)	None	None	NA
AK	Mary Klugherz Marketing Coordinator	No	None	None	GMA Research Corporation Bellevue, WA State of Alaska Dept. of Labor Research & Analysis Gilmore Research Group Seattle, WA	$ 220,000** 250,000* 35,000
AZ	Abe Baum Director of Advertising/Promotion	No	Victor Heller Arizona State University ($36,000)	None	2	25,000
AR	Charles McLemore Travel Research Director	Yes	None	None	US Travel Data Center	9,375
CA	Dr. Martha Brumbaugh Marketing Research & Development Manager	Yes	None	None	US Travel Data Center	11,000
CO	None	NA	None	None	None	NA
CT	Marketing Director, CT Dept. of Economic Development	No	Prof. Andrew Yannakis University of Connecticut	NA	None	NA
DE	Doug Clendenial DDO staff member	Yes			US Travel Data Center	NA
DC	None	NA	None	None	None	NA
FL	Barry E. Pitegoff Director of Marketing Research	Yes	None	None	Rife Market Research Miami, FL McCollum/ Spellem, Inc. Great Neck, NY Audits & Surveys Princeton, NJ Canadian Gallup Poll, Ltd Toronto, Ontario, Canada	
GA	Gary Womack Advertising Manager	No	John Hutchinson Director Georgia State University	None	Davidson-Peterson & Associates	50,000
HI	Evelyn K. Richardson Director of Research	Yes	None	Greg Barbour Tourism Office Dept. of Planning & Economic Dev.	None	NA

State	1. Staff Member Responsible for Travel Research	2. Is This His/Her Full-time Responsibility?	3. College /University Faculty Member (Cost)	Other Travel Research Activity		6. Cost of Research
				4. Employee in Another State Government Agency?	5. Research Group Employed in Past 12 months	
ID	None	NA	None	Alan Porter Senior Program Analyst	Marcept Research	17,300
IL	Wally Bierman	Yes	None	None	None	NA
IN	NA	NA	Prof. Lee Kruel Purdue University ($20,000)	None		
IA	Nancy Ryerson Travel Researcher	No	None	None	None	NA
KS	None	NA	Interns only	Ed Riemann Chief, Economic Analysis Section KS Dept. of Economic Development	US Travel Data Center Institute for Economics & Business Research	3,600 1,930
KY	James A. Carr Assisting Director Marketing & Advertising	Yes	None	None	None	NA
LA	None	NA	None	None	US Travel Data Center	8,000
ME	Will Richard	Yes	NA	NA	US Travel Data Center	53,700
MD	Clara Wooddy Tourist Development Specialist I	No	None	None	US Travel Data Center	NA
MA	Lauren Hackett	No	University of Massachusetts	None	None	NA
MI	David Morris	No	Michigan State University	Margo Schmidt Michigan Dept. Transportation	Ross Roy Inc.	NA
MN	Ingmar Sollin Industrial Economist	Yes	None	None	None	NA
MS	None	NA	None	None	US Travel Data Center	2,000
MO	George Lanning Management Analyst	No	None	None	Maddock, Kenny & Assoc. Memphis, TN Martell, Inc. Springfield Fleishman/ Hillard	12,000 18,000 25,000* *Commerce/ IN Dev. paid for this research effort.

State	1. Staff Member Responsible for Travel Research	2. Is This His/Her Full-time Responsibility?	3. College /University Faculty Member (Cost)	Other Travel Research Activity		6. Cost of Research
				4. Employee in Another State Government Agency?	5. Research Group Employed in Past 12 months	
MT	John Wilson	No	Economic Impact Study Bureau of Business and Economic Research University of Montana ($17,000) Montana State University Marketing Research ($27,033)	None	None	NA
NE	None	NA	None	Dr. Thomas R. Doering Deputy Director Research Division Nebraska Dept. of Economic Development	None	NA
NV	Stephen B. Richer Director	No	Phil Taylor University of Nevada Las Vegas ($7,500)	NA	None	NA
NH	Harry Lund (Temporary)	Yes	Mark Okrant Plymouth State College	None	None	NA
NJ	Kelly Troxell	No	Montclair State College	None	None	NA
NM	John R. Adams Sr. Program Officer	No	None	None	US Travel Data Center Marketing Support Services	11,500 56,50
NY	Craig Wakefield Tourism Marketing Analyst	Yes	None	State Office of Parks, Recreation & Historic Preservation	Davidson-Peterson Asoclates, New York, NY US Travel Data Center	
NC	Charles Heatherly Director	No	None	None	Michael Rullson Consultant	6,000
ND	Terry Harzinski Assistant Tourism Director	No	Don Klenow North Dakota State University ($3,000)	None	US Travel Data Center	9,000
OH	Cary King	No	None	Jack Brown Manager Ohio Office of Research	Clark/Jones Columbus, OH	250,000 (Biennium
OK	Linda Tharp Manager of Travel Development	No	Dr. Ed Webster Oklahoma State Univ. ($6,500)	None	US Travel Data Center	20,310
OR	Frank P. Howard Information Manager Manager Ed Remington Marketing Manager	No No	Several faculty members (*1,000)	Linda Apple Transportation Economist Transportation Policy & Program Devel. Lalia Cully Manager - Business Information Division OEDD	None	NA

State	1. Staff Member Responsible for Travel Research	2. Is This His/Her Full-time Responsibility?	3. College /University Faculty Member (Cost)	Other Travel Research Activity		6. Cost of Research
				4. Employee in Another State Government Agency?	5. Research Group Employed in Past 12 months	
PA	David Shih Chief of Market Research & Development	Yes	None	None	Ketchum Advertising Grove Pittsburgh, PA	53,000
RI	John Iemma	No	Tim Tyrell University of Rhode Island ($10,000)	None	None	
SC	Peggy Smith Assistant Tourism Director	No	None	None	US Travel Data Center	6,500
SD	None	No	None	None	Lawrence & Schiller Research Division	NA
TN	Peggy Harding Research Analyst	Yes	None	None	US Travel Data Center	17,070
TX HWYS	J. Don Clark Assistant Director Travel Services	No	None	None	None	NA
TX TOUR	Phil Davis Chief of Community Relations Ben F. Holub, Jr. Travel Information Specialist	No	None	See Texas State Highways Dept.	US Travel Data Center Pannell, Kerr, Forster NYC, Houston Promark San Antonio	28,300 32,000 30,000
UT	None	NA	Utah State University Institute of Outdoor Recreation & Tourism ($50,000)	None	None	NA
VT	George Donovan Chief of Research	Yes	Malcolm Bevins University of Vermont (NA)*	None	None	NA
VA		No	None	None	Message Factors, Inc. Memphis, TN	NA
WA	David B. Tanner Economic Analyst	Yes	None	None	US Travel Data Center Gilmore Research Group	10,000 12,500
WV	None	NA	Pat Goeke Project Manager West Virginia Univ. ($15,000)	None	None	NA

State	1. Staff Member Responsible for Travel Research	2. Is This His/Her Full-time Responsibility?	3. College /University Faculty Member (Cost)	Other Travel Research Activity		6. Cost of Research
				4. Employee in Another State Government Agency?	5. Research Group Employed in Past 12 months	
WI	Kathleen Curven Research Analyst	Yes	UW - Survey Research Lab, Center for Survey & Marketing ($26,000)	Randall Wade Director Division of Policy Development Dept.of Development	None	NA
WY	None	NA	Dr. Clynn Phillips Associate Director Water Resources Div. Univ. of Wyoming ($3,000)	Industrial Development Chief, Dept. of Economic Planning & Development	None	NA
AS	None	NA	None	None	None	NA
CM	Priscilla Torres	No	None	None	None	NA
GU	Vivian Indalecio Promotions Officer	No	None	None		

State	7. Description of Continuing Travel Data Gathering Projects	8. Major Problem Facing Tourism Development in your State	9. State Travel Development Policy Statement or Development Plan?	Additional Comments
AL	Travel research is measured via visitor volume at welcome centers, tourist attractions, state parks, visitor surveys & travel related business receipts at restaurants and hotels.	Educating others on tourism industry: its impact on each Alabamian.	Yes	Creation of a joint Alabama legislative travel & tourism caucus March 1982.
AK	Continuous monitoring of vehicle traffic thru US Customs stations, air traffic at airports and traffic aboard State Marine Highway System. Alaska Segmentation Studies, Media Advertising Conversion Studies, Geographic Response Analyses, Visitor Census, Expenditures and Satisfaction Studies	High transportaion costs, competition from foreign destinations caused by favorable exchange rates, misperceptions concerning Alaska as a destination with broad appeal.	NA	* Two-year project. $100,000 spent in 83-84 budget year. ** Project begun in 1983, completed in 1984, not reflected in 84-85 research budget.
AZ	Report covers number of tourists coming to Arizona on a quarterly basis and their expenditures. A new program to be developed by Arizona State University.		No	
AR	Tourist Information Center (TIC) Survey of every 24th travel party registered at each TIC. Monthly preparation of "Eight Indicators". Monthly summary of advertising inquiries.	The economy and a lack of recognition tourism as a major economic force in the state.	No	
CA	We monitor air arrivals, vehicle traffic, park & attraction attendance, hotel occupancy rates.	Economic factors	In progress	
CO	Our travel research relates to visitation figures from national parks, recreation areas, mounuments, state owned museums, major trade associations, etc.	The major problem of funding seems to have been solved. Now the problem is just organization and future planning.	Yes	
CT	We keep a count of visitors volume at our welcome centers, both hourly and by category of questions asked. We are also surveying leading vacation destinations.	Strength of dollars spent by Americans abroad.	Yes	We keep a tally of inquiries on our 2 WATS-line nos and conduct a conversion study of mail & phone inquiries to actual visits.
DE	We monitor hotel occupancy, museum & state park attendance. Also, we conduct highway vehicle counts & maintain a tax collection data.	We will soon be in dire need of additional highway facilities, particularly east-west routes to the beaches. Delaware also needs additional convention facilities & more private recreational facilities attractive to out-of-state visitors.	Yes	
DC	None	Lack of Funds	No	
FL	Our ongoing travel research monitors the magnitude & characteristics of Florida's visitors. We also commission special marketing research studies which explore ways to increase Florida's tourism.	Developing new origin markets.	Yes Marketing Plan	
GA	We monitor welcome center visits, traffic counts at selected stations, attraction attraction attendance, travel industry sales receipts & tax revenues generated by travel.	Budgetary limitations with regard to visitor information center maintenance, advertising, tour development & field representatives.	Yes	

State	7. Description of Continuing Travel Data Gathering Projects	8. Major Problem Facing Tourism Development in your State	9. State Travel Development Policy Statement or Development Plan?	Additional Comments
HI	Basic Data Surveys -Inflight passenger information forms distributed to incoming passengers from USA, Canada & Japan. Visitor Opinion Surveys -mail out questionnaires soliciting satisfaction information, socio-economic profile & trip planning data of American & Japanese visitors. (Write to research dept. for a brochure)	Reconciling need for additional employment & economic opportunity in Hawaii with local residents' desires & aspirations concerning lifestyle/quality of life in Hawaii. Also, there exists problems related to the impact of energy supplies & cost on distant price-sensitive markets.	Yes	
ID	Origin destination data.	Lack of destination identity.	Yes	
IL	Expenditure & origin/destination studies: advertising effectiveness studies; surveys at welcome centers, selected major conventions & trade shows & multilingual interviews at O'Hare Intl. Airport; hotel/motel tax receipts; economic profiles; development of a computerized data base for new research information.	Tourism in on the rise in Illinois. If the economy continues to maintain good growth, tourism should also profit.		
IN	PULSE - Purdue University Lodging Statistical Effort PURSE - Purdue University Restaurant Statistical Effort PAR - Purdue Attractions Report Convention Business Report	Capital financing for development and infrastructure expansion	Proposed	
IA	Interview surveys are conducted at information centers asking for origin, destination, party size, spending, etc. We also surveyed selected travel attractions during the summer.	Market research indicates Iowa has no image in the tourism marketplace. The state is thought to be strictly agricultural with no tourism available.	Yes	
KS	We conduct surveys at Welcome Centers and survey the results of out-of-state ad campaigns	The economy, inflation & lack of state funding for promotion	In progress	
KY	Field survey of travel businesses; toll-free telephone system; mail information system; follow-up interviews with respondents to advertising; travel barometer (monthly) of sample of travel businesses.	General economic conditions in combination with lack of capital for investment.	No	
LA	We conduct visitor surveys & visitor counts at our information centers.	Current budget limitations & inadequate research, personnel & advertising funds.	Yes	
ME	We conduct resident and non-resident surveys (both telephone and self-administered) as well as industry surveys.	Maine has one of the lowest tourism appropriations of the 50 states.	In production	
MD	We monitor visitor volume at welcome centers & certain attractions around the state & conduct conversion study every 2 years. We monitor all ad responses, do personel surveys at information centers & at all consumer shows we attend.	Lack of education on the part of the private sector & the legislature as to the importance & value of tourism to the economy of the state.	No	
MA	We collected & analyzed data by county concerning visitors length of stay, expenditures, tax receipts, attributable to travel & travel generated employment. Also visitor psycographics, demographics over a period of 5 years. Highway information surveys.		Yes*	

State	7. Description of Continuing Travel Data Gathering Projects	8. Major Problem Facing Tourism Development in your State	9. State Travel Development Policy Statement or Development Plan?	Additional Comments
MI	Michigan Travel Activity Monitoring System. Activity indicators to monitor travel. Indicators used: traffic counts, highway info. centers, bridge crossing, private campgrounds, state parks, lodging, attractions & hotel/motel tax revenue.	Competition from other States & Canada		
MN	We collect data on attendance at state parks, other public facilities & attractions. Quarterly surveys are conducted of inquiries received by the Office of Tourism.	Capital needs for small business, as well as more sophisticated marketing resources & advertising programs at the local and regional level.	Yes	
MS	We count the amount of traffic that comes through our welcome centers.	Economic stress, energy cost and current advertising program budget.	No	We use figures published by USTDC.
MO	We survey each travel party that visits our welcome centers. This is done on forms which can be read by computer, & printouts are generated monthly.	The Division of Tourism's budget, although increasing, continues to lag behind the national average for state travel offices. A more competitive budget remains our primary need.		A research marketing study nas begun in cooperation with with Dr. Glenn Weaver University of Missouri.
MT	Conversion studies. Ongoing market research. Periodic surveys of accomodations, attractions, airports, etc.	Distance from major population centers, lack of low-cost transportation to state.	Yes	*Davidson-Peterson marketing study (updated).
NE	Monthly, highway traffic counts are obtained. Annually, the nos. of persons contacted by information personnel at highway rest areas are tallied, as are attendance figures from Nebraska attractions. Annual surveys are also made of nonresidents making mailed requests for travel information. Biennially, data is gathered from commercial lodging establishments for production of a Nebraska hotel-motel directory.	Lack of awareness of Nebraska's attractions among both residents and non-residents, and shortage of entrepreneurs in travel and tourism.	Yes	
NV	Utilize research of Las Vegas Convention Authority, Reno Convention Authority & other state departments.	More competition in gaming and tourism in general	Yes	The 1983 legislature substantially increased the annual budget and formed a commission on tourism which would encompass the division of tourism and Nevada Magazine. The 7 member, private secton commission will be chaired by the Lt. Governor. For fiscal 1984, major budget & policy decisions will be made by this commission.
NH	Motor vehicle counts are conducted by the Highway Dept. Visitor volume is counted at White Mts. Visitors Center in Lincoln/North Woodstock, New Hampshire only. Visitor origin is reported by Chambers of Commerce visitor information booths. In addition, expenditure and origin/destination surveys have been developed for an ongoing survey program. These surveys are conducted periodically with additional information requested, such as, activity, how long stay, which media, number of people in party, age category and family income. Keep track of mail and telephone requests for vacation literature.	Lack of mass transportation & gasoline prices. NH is an auto-dependent state.	No	

State	7. Description of Continuing Travel Data Gathering Projects	8. Major Problem Facing Tourism Development in your State	9. State Travel Development Policy Statement or Development Plan?	Additional Comments
NJ	Motor vehicle counts are acquired from the roadway authorities when necessary. Other efforts are in the initial stage. Dept. of taxation receipts. Count of tourists recorded at Tourist Welcome Centers	Image-awareness of general public to state's slogan, theme line & commitment to tourism.	Yes	
NM	Counts are made of traffic on selected highways; out of state passenger cars, visitors to national & state parks & monuments, selected attractions, welcome centers, employment & tax receipts.	Lack of coordination and communication between & among industry groups & planning entities.	Yes	Weekly reports are made by mail & phone inquiries. These are broken down by which ad or travel story stimulated the inquiry.
NY	A "Travel Activity Index" composed of gasoline sales, thruway traffic, hotel/motel occupancy, etc, is compiled by the Division of Research & Statistics.	Energy, fragmented industry, strength dollar VS. foreign currencies, increased competition from other travel destinations.	Yes	*Extensive research is used from other states agencies, particularly the state office of Parks, Recreation and Historic Preservation.
NC	None		Yes	
ND	None	Lack of available capital to develop many of the tourism related areas of the state.	No	
OH	$250,000 Tourism Market Research Study-4-phase, 2-years. Internal research effort in travel indicator development.		Yes	
OK	We have developed a random sample questionnaire to survey our visitors at information centers. A follow-up survey is done after the travelers have returned home from the trip.	Lack of a major travel destination	No	More current data is needed.
OR	Annual research projects include a detailed survey of the vacation behavior of respondents to state travel ads, a Tourist Interview Survey at key visitors stops, state border information centers and a Travel Barometer trend evaluation based on quarterly comparisons of visitor counts from selected tourist attractions. Out-of-state traveler revenue estimates for the year are provided by Transportation Dept. economists. Highway traffic counts, gas tax information Transportation Dept. divisions.	Increased competition from other destinations, lack of destination facilities in some areas.	Yes	
PA	Our data gathering projects include: yearly tracking survey study, a quarterly travel barometer survey, a quarterly survey of second level responses, daily counts of visitors at the Information Centers and traffic courts and state park attendance records.	Fluctuating economy.	Yes	
RI	Cooperative continuing travel research study with University of Rhode Island.		Yes	
SC	Continuous monitoring of traffic through 10 welcome centers. Compilation of a confidential monthly industry barometer.	Economic conditions	Yes	
SD	Presently building data base computer programs to analyze business volume, visitations, economic impacts of travel spending & employment.	Distance from major markets. Seasonality of business.	No	

State	7. Description of Continuing Travel Data Gathering Projects	8. Major Problem Facing Tourism Development in your State	9. State Travel Development Policy Statement or Development Plan?	Additional Comments
TN	We tabulate information gathered at the Tennessee Welcome Centers, including guest registration, vehicle counts and hotel reservations made through the Welcome Center reservation system, operational since June 1983. Advertising response and information request are also tabulated. Attractions across the state are surveyed for trends in activity on a monthly to quarterly basis. We also monitor monthly revenue data for tourism related businesses, airline and highway activity, lodging trends and convention activity.	Lack of awareness of the economic impact of tourism as the state's second leading industry in terms of revenue generated.	Yes	
TX HWYS	We conduct surveys of auto visitors, monitor traffic counts & tourist bureau visitor counts.	Strength of dollar against foreign currency hurting Canadian winter business and Mexican visitors.	See TX TOUR	
TX TOUR	See Texas State Highways Dept. response.	Continuing consumer preference for purchase of "Big Ticket" items rather than travel; more modest wage gains limiting discretionary spending ability; ongoing difficulty persuading legislation of need for more competitive marketing resources.	No	
UT	A study of motor coach (1984) business being done within state borders.	Statewide economic retrending away from smokestack and mineral development, toward service industries, i.e., the discovery of tourism in the economic mix.	No	
VT	We do a monthly survey of travel businesses as well as regularly monitoring traffic counts, border crossings, gas & liquor sales, recreation, room & meal taxes.	Economic instability, need to develop more saleable packages by private sector; public awareness of VT as a prime destination, dollar exchange with foreign currencies.	No	*Not under contract.
VA	We monitor visitor volume at welcome centers & conduct travel data projects to obtain periodic visitor surveys, business receipts & several others.	Economic conditions	Yes	
WA	Inquiries breakdown, VIC traffic counts, attractions attendance, highway traffic counts, border crossings, ferry traffic, airport arrivals, state & national park attendance, accomodations inventory, gross business receipts, taxation, revenue and employment data, VIC surveys, conversion studies.	Lack of designated state promotion funds and underdeveloped tourism plant; lack of long-term, sustained commitment to comprehensive development program; lack of recognition of economic impact of tourism and role of state in tourism promotion and development.	Yes	
WV	We compile tourist data through traffic counts & registration at information centers & through surveys of lodging reservations.	Lack of recognition by state government (all branches) as a major industry. Lack of separation between tourism and industrial development budgets cause inability to lobby for increased funds.		
WI	Monthly Business Indicator Survey	Financing for facility development due to high interest rates. Unavailability of long term fixed rate capital.	Yes	
WY	Visitor center counts are made at state information centers in Cheyenne, Jackson & Sheridan. Gate counts are made at Yellowstone National Park, Grant Teton National Park, Laramie National Historic Site, Devils Tower National Monument, Fossile Butte, Flaming George & Bighorn Canyon National Recreation areas. Also, a quarterly Travel Barometer is done for us by Dr. Clynn Phillips, Univ. of WY.	The general lack of public transportation networks.	No	

State	7. Description of Continuing Travel Data Gathering Projects	8. Major Problem Facing Tourism Development in your State	9. State Travel Development Policy Statement or Development Plan?	Additional Comments
AS	None	The distance one has to travel to get here. Also, there is limited accommodation available.	No	
CM	On going voluntary surveys are conducted among arriving passengers, through attachment on Customs Declaration Form CS 1350. Final results are currently being tabulated. In addition, we are compiling data from Immigration Form 958. We also conduct an annual 1% sampling survey by citizenship.	The insufficient airlines seats between Saipan & Japan which is our major market, coupled by insufficient hotel hotel rooms in Saipan.	Yes	
GU	We conduct a visitors survey each month. A form is given to each passenger on airlines & ships to fill out. Each one is then fed into the computer & the results are given to us at the end of each month.	At the present, we have insufficient airlines service between Japan & Guam & will be in need of more hotels once more airline service is provided.*	Yes	*Infrastructure in Tumon resort area is saturated. Need for additional hotel rooms. Need to adopt Territorial Tourism Dev. Plan. Visa waiver legislation needed for tourist purposes (there is no open door between Guam & mainland US, entry rules into Guam can be relaxed without risking illegal entry into the mainland). Need to separate local tax system from federal code (mirror tax system) to simplify the local tax system as an incentive for foreign investment.

PACKAGE TOURS

State	1. Is Part of Your Program Devoted to Package Tour Development?	2. Did You Publish And Distribute a State Package Tour Catalog In 1983?	3. How Many Tours Are In This Catalog?	4. Did You Conduct Familiarization Tours In 1983?	5. Do You Plan to Do So In 1984?	6. Do You Have a Budget Allocation for Development or Promotion of Package Tours?	7. Is a Member of Your Staff Assigned to Tour Packaging?	8. Additional Comments
AL	No	Yes*	20	Yes	Yes	No	Yes	*Alabama travel directory for tour operators and agents. All states tour packages are not listed in this directory.
AK	Yes	Yes	NA	Yes	Yes	No**	No*	We have 29 operators offering multiple tours. **Not as a distinct item.
AZ	Yes	Yes	160	Yes	Yes	No	Yes	
AR	Yes	No	NA	Yes	Yes	No	Yes	We have concentrated more on group rates rather than package tours. This year we hav co-operated in producing information for a confidential tariff which has been published by the Council of Ozarks Governors.
CA	Yes	No	NA	Yes	Yes	Yes	No	California sponsors its own International Travel Mart for foreign tour packagers and California suppliers. Other involvement in tour packaging is indirect.
CO	Yes	No	NA	No	Yes	Yes	Yes	
CT	Yes	Yes	67	No	Yes	Yes	Yes	The Tourism Division is a member of NTA and the ABA. We also publish a group tour guide to assist tour and motor coach company operators in developing tours to Connecticut and a Conference Facilities Guide to assist meeting planners.
DE	Yes	No	NA	Yes	Yes	Yes	No	Packaging turs has been the responsibility of the private sector with assistance and advice from the travel office.
DC		No	NA	No	Yes	No	No	
FL	Yes	No	NA	Yes	Yes	No	No	
GA	Yes	Yes	19	Yes*	Yes*	Yes	Yes	*Two fam tours were conducted in 1983, and four are planned for 1984.
HI	No	No	NA	No	No	No	No	
ID	Yes	No	NA	Yes	Yes	Yes	Yes	
IL	Yes	No	NA	Yes	Yes	Yes	Yes	
IN	Yes	No	NA	Yes	Yes	No	Yes	

State	1. Is Part of Your Program Devoted to Package Tour Development?	2. Did You Publish And Distribute a State Package Tour Catalog in 1985?	3. How Many Tours Are In This Catalog?	4. Did You Conduct Familiarization Tours in 1985?	5. Do You Plan to Do So in 1986?	6. Do You Have a Budget Allocation for Development or Promotion of Package Tours?	7. Is a Member of Your Staff Assigned to Tour Packaging?	8. Additional Comments
IA	Yes	Yes	6	No	Yes	Yes	Yes	
KS	Yes	No*	NA	Yes	Yes	Yes	Yes	*But we do publish a group tour guide.
KY	Yes	Yes	NA*	Yes	Yes	No	Yes	*The department produced a book entitled "Group Travel Planning Guide" which we furnish to over 3,000 tour packagers.
LA	Yes	No	NA	Yes	Yes	No	NO	
ME	Yes	No	NA	Yes	Yes	Yes	Yes	
MD	Yes	No	NA	Yes	Yes	Yes	Yes	
MA		No	No	No	No	No	No	
MI	Yes	Yes	10	Yes	Yes	Yes	Yes	
MN	Yes	Yes	150	Yes	Yes	Yes	Yes	
MS	Yes	No	NA	Yes	Yes	Yes	Yes	
MO	Yes	No	NA	Yes	Yes	Yes	No	
MT	Yes	Yes	18	Yes	Yes	Yes	Yes	Revised group tour planning guide issued December, 1985.
NE	Yes	No	NA	No	No	Yes	Yes	
NH	Yes	No	NA	Yes	Yes	Yes	No	
NJ	Yes	No	NA	No	Yes	Yes	Yes	We have been actively involved with such industry organizations as the NTBA, ABA, and the U.S. Tour Operators Association in promoting New Jersey as a travel destination.
NM	Yes	Yes	12*	Yes	Yes	Yes	Yes**	*Number of tours does not account for variation of length or accomodations. **Three staff people work part time on package tour development.

State	1. Is Part of Your Program Devoted to Package Tour Development?	2. Did You Publish And Distribute a State Package Tour Catalog In 1985?	3. How Many Tours Are In This Catalog?	4. Did You Conduct Familiarization Tours In 1983?	5. Do You Plan to Do So In 1984?	6. Do You Have a Budget Allocation for Development or Promotion of Package Tours?	7. Is a Member of Your Staff Assigned to Tour Packaging?	8. Additional Comments
NY	Yes	Yes	Over 1,000	Yes	Yes	Yes	Yes	We also have packaging consultant. These catalogs are summer vacation, spring and skiing and winter sports.
NC	Yes*	No	NA	Yes	Yes	Yes	Yes	*This is done through the private sector.
ND	Yes	No	NA	Yes	Yes	No	Yes	Vacation Old West is a program funded by the Old West Regional Commission. Its principle mission is package tour programming.
OH	Yes	Yes*	9 -	No	Yes	Yes	Yes	*We published a group tour handbook in 1893. It includes 9 sample itineraries.
OK	Yes	No	NA	Yes	Yes	Yes	Yes	
OR	Yes	Yes	Over 100	Yes	Yes	Yes	Yes	We work with visitor bureaus and trade associations in development of package travel and sales.
PA	Yes	Yes	NA	Yes	Yes	Yes	Yes	
RI	Yes	No*	NA	Yes	Yes	No	No	*We have prepared a asales guide for travel agents.
SC	Yes	No	NA	Yes	Yes	Yes	Yes	
SD	Yes	Yes	None*	Yes	Yes	Yes	Yes	We have one full-time tour development coordinator with a trade show travel budget and $40,000 trade advertising budget. *Publication is a tariff.
TN	Yes	No	NA	Yes	Yes	Yes	Yes	The department publishes and distributes the Tennessee Travel Directory and suggested 17 motorcoach itineraries for developmenmt of package tours. We also have support aides. brochure shells, slides, films and presentations available.
TX TOUR	Yes	No	NA	Yes	Yes	Yes	Yes	
TX HYWS	No	No	NA	Yes	Yes	No	No	
UT	Yes	Yes	200	Yes	Yes	Yes	Yes	

State	1. Is Part of Your Program Devoted to Package Tour Development?	2. Did You Publish And Distribute a State Package Tour Catalog in 1983?	3. How Many Tours Are In This Catalog?	4. Did You Conduct Familiarization Tours in 1983?	5. Do You Plan to Do So in 1984?	6. Do You Have a Budget Allocation for Development or Promotion of Package Tours?	7. Is a Member of Your Staff Assigned to Tour Packaging?	8. Additional Comments
VT	Yes	No	NA	Yes	Yes*	No	No	*Through private sector.
VA	Yes	Yes	44	No*	Yes	Yes	Yes	More emphasis is placed on developing group and package tour business. *Handled by private sector.
WA	Yes	No	NA	Yes	Yes	Yes	Yes	
WV	Yes	Yes	11	Yes	Yes	Yes	Yes	We held the First Annual Governor's Travel Fair this year. We provided the private sector an opportunity to acquaint tour properties via individual booth exhibits. A selection of 6 fam tours followed as part of the fair.
WI	Yes	No	NA	No	No	Yes	Yes	
WY	Yes	Yes	52	Yes	Yes	Yes	Yes	Wyoming has been active in the package tour market for the past 12 years.
AS	No	No	NA	Yes*	Yes*	No	No	*We hosted fam tours conducted by Polynesian Airlines. Six fam tours were conducted in 1983 and six were planned for 1984.
GU	No	No	NA	Yes	Yes	No	No	
CM	Yes	No	NA	Yes	Yes	Yes	No	Our program is in the form of cooperative advertisement with bureau members, such as hotels and tour operators.

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